AY 6, 1946 PRICE 15 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

TELECASTING

WE MUST HAVE WEATHER

IN THE WORDS OF THE LISTENERS:

From New Ross, Indiana:

"Sure do appreciate your weather forecasting, as we can plan our work as the weather permits."

From Grand Rapids, Michigan:

"We own a greenhouse and vegetable farm. Our planting of crops is oftimes determined by your weather broadcasts."

From Guntown, Mississippi:

"We listen to your weather forecasts every morning....being a farmer and dairyman, we are very much interested in the weather."

From Route 1, Ipava, Illinois:

"We are farm folks down in Central Illinois...and we always are all ears for the weatherman."

THESE FEW EXCERPTS FROM WLS MAIL SHOW THE VITAL IMPORTANCE OF OUR LONG-ESTABLISHED SERVICE **DIRECT FROM THE WEATHER BUREAU,** 5:55 TO 6 A.M. THIS IS SUPPLEMENTED BY WEATHER FACTS ON EVERY NEWS PERIOD, WITH TEMPERATURE-HUMIDITY AT HALF-HOUR INTERVALS.

22 years of
broadcasting SERVICE

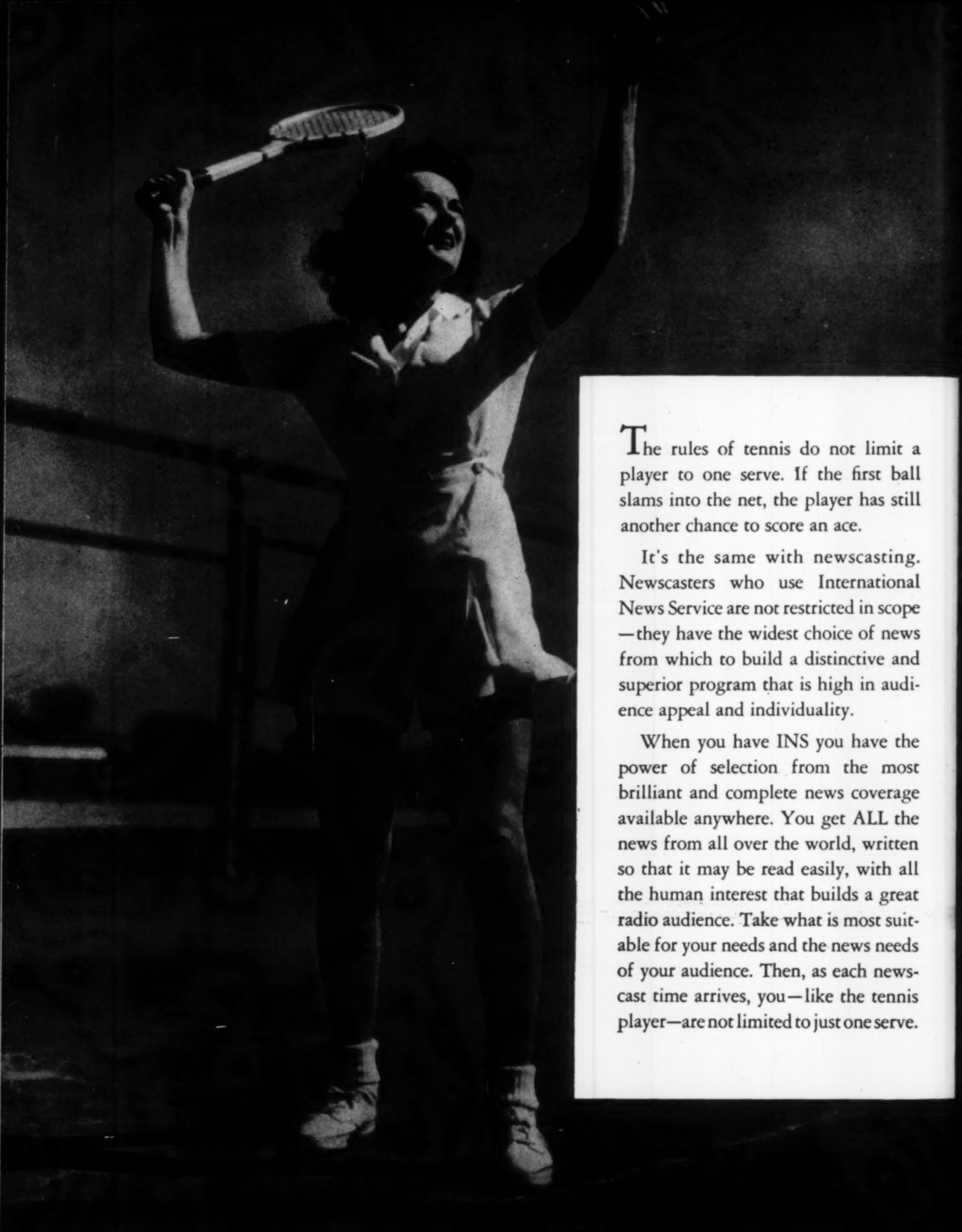
WLS
CHICAGO 7

The
PRAIRIE
FARMER
STATION

BURRIDGE D. BUTLER
President
GLENN SNYDER
Manager

A Clear Channel Station

50,000 watts, 890 KC, American Affiliate. Represented by JOHN BLAIR & COMPANY. Affiliated in Management with KOY, Phoenix, and the ARIZONA NETWORK — KOY, Phoenix KTUC, Tucson KSUN, Bisbee-Lowell-Douglas

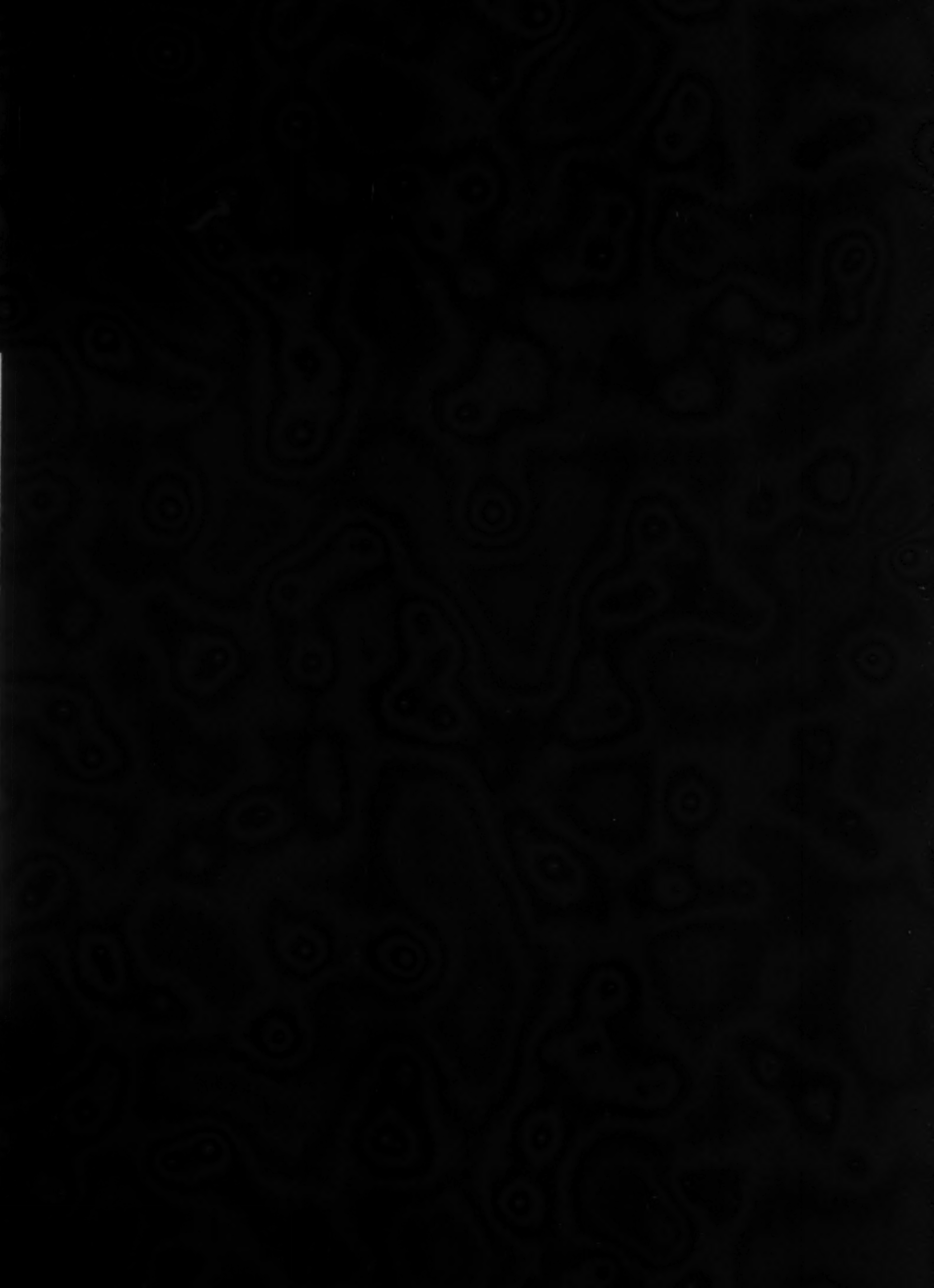


The rules of tennis do not limit a player to one serve. If the first ball slams into the net, the player has still another chance to score an ace.

It's the same with newscasting. Newscasters who use International News Service are not restricted in scope—they have the widest choice of news from which to build a distinctive and superior program that is high in audience appeal and individuality.

When you have INS you have the power of selection from the most brilliant and complete news coverage available anywhere. You get ALL the news from all over the world, written so that it may be read easily, with all the human interest that builds a great radio audience. Take what is most suitable for your needs and the news needs of your audience. Then, as each newscast time arrives, you—like the tennis player—are not limited to just one serve.

INTERNATIONAL NEWS SERVICE



THE LAMP LIGHTER

TODAY, as in the past, New England has its lamp lighters in a few localities, retained because of tradition. For tradition, in New England, is stronger perhaps than in any other part of the country.

The local community, the bank, church, town hall and its own radio station are linked together traditionally.

The Yankee Network, in turn, with its 23 local hometown stations, serves these key communities as only local stations can serve them—linking them together to form New England's greatest radio market.

For over all coverage, with direct impact in each trading area, Yankee is your only buy.

Acceptance is **THE YANKEE NETWORK'S** *Foundation*

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS. EDWARD PETRY & CO., INC., *Exclusive National Sales Representative*

Published every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING... at deadline

Closed Circuit

PRESIDENT Truman's continuing interest in radio soon will be manifested in most tangible way. Vehicle for event should be NAB Board of Directors meeting this week in Washington.

RADIO wiseacres last week were predicting return of Paul A. Porter to FCC chairmanship as soon as Senate acts on life or death sentence of OPA. But odds were still on his elevation to Government post possibly of sub-cabinet rank should he leave OPA.

WILL proposed sale of KQW San Francisco by Bruntons to CBS for $950,000 cash go through? Long pending case already has been tentatively decided and it looks like no dice. FCC thinking is CBS owns seven rather than six stations, contending that WCAU Philadelphia, while controlled by Levys nevertheless is interlocked in CBS ownership by virtue of Levy holdings in CBS and Paley holdings in WCAU. Unwritten rule on six station limitation seems to be guiding FCC policy

CONGRESSIONAL leaders on both sides reported souring on radio—particular some networks whose commentators, they say, are "spouting OPA propaganda and not attempting to report news objectively." One high-ranking Congressman said: "We're fed up with the complete subversion of radio by the bureaucrats." He holds radio responsible, he said, "since the Communications Act gives to broadcasters sole responsibility of programs." Rep. A. L. Miller (R-Neb.) in House charged Economic Stabilizer Bowles, OPA Administrator Porter "and a half-dozen radio commentators who depend upon Government for their inside information" have not been "telling the people the truth" regarding OPA and price controls.

J. CEASAR PETRILLO, despite his chastisement by Congress, and his most recent defiance of new law, is still performing abroad as well as at home. Even before new 250 w ZBM Hamilton, Bermuda, got on air (it starts May 12) President Petrillo himself, in person, exacted fee of $5,000 a year from Cole E. Wylie, operating head, before permitting clearance of network or transcribed program to Britain Dominion station.

EVIDENCE that United States Network project is still active seen last week in proffer of presidency to well known veteran western broadcaster who is now carefully surveying financial backing and long range prospects. Word on whether it is or isn't deal is expected within next week or so after return of Bernard B. Smith, New York attorney and proposed board chairman, from trip to Europe.

DON'T write off FCC general counselship as closed incident, despite appointment of Benedict P. Cottone as acting chief. With broadcast matters paramount, there's strong sentiment for man trained in such affairs to head up department. In addition to acting

(*Continued on page 90*)

Upcoming

May 6-7: Board of Governors, Canadian Broadcasting Corp., Chateau Frontenac, Quebec, Que.

May 6-8: NAB Board of Directors, Statler Hotel, Washington.

May 9: FMBI Board, Mayflower Hotel, Washington.

May 9-10: NAB Research Committee, Statler Hotel, Washington.

May 10: NAB FM Executive Committee, Statler Hotel, Washington.

(FCC Hearings Schedule page 83.)

Bulletins

BID FOR HIGHER POWER was made by WOAI San Antonio, 50 kw NBC affiliate, at FCC clear channel hearings Friday afternoon as third week of proceedings ended. Hugh A. L. Halff, president and manager, said station had previously applied for 750,000 w and is "anxious and willing to increase power" to improve service to listeners. Commission was told by Paul D. P. Spearman, counsel for Regional Broadcasters Committee, that regional group would supply several engineers to assist in preparing data necessary for testimony at clear channel hearings to begin July 1.

OPA order coming out soon expected to increase manufacturers' prices of all radio receivers 8%, it was learned at OPA Friday. On new models to come out in future, prices will be increased from 15% over 1941 level to 25% on sets under $13 at factory; $13-$35 sets, from 12% to 20% over 1941; above $35, 10½% to 17½% over 1941. OPA announced Friday maximum markups for new and used radio receiving and sending sets sold by any U. S. agency or contractor out of war surplus. Prices about same as retail ceilings.

VICTOR O. WATERS, special assistant to Attorney General in Anti-Trust Division in charge of radio, music and entertainment matters, is in Washington hospital following heart attack suffered last week. Tuesday he had argued case before Supreme Court. Mr. Waters, 37, handled ASCAP consent decree for Government. His condition is serious.

STRAIN

REVERTING to his old research habits, CBS President Frank Stanton has prepared an executive strain chart, showing just how much load an executive can carry before he weakens under strain and law of diminishing returns begins to function. Chart may result in some realignment of top CBS personnel.

Business Briefly

GUILD REPLACEMENT ● United States Steel Corp., New York, June 9 for 13 weeks starts a full-hour mystery program replacing *The Theatre Guild of the Air*, ABC, Sundays, 10-11 p. m. Details to be announced later. Agency BBDO, New York.

C. & S. SUMMER SHOW ● Standard Brands, Inc. (Chase & Sanborn coffee) negotiating with Alec Templeton as a summer replacement for *Charlie McCarthy* show, NBC, Sunday, 8-8:30 p. m. Agency, J. Walter Thompson Co., New York.

PREAKNESS SPONSOR ● Emerson Drug Co, Baltimore (Bromo Seltzer), May 11 will sponsor 56th running of Preakness, major turf event, on 130 NBC stations, 5:45-6:15 p. m. Agency, BBDO, New York.

SINCLAIR SPOTS ● Sinclair Refining Co., New York, started 1000 station break announcements on WOWO KYW WMAQ WTAM and WRC. More stations expected to be added this week. Agency, Hixson-O'Donnell Advertising Inc., New York.

RADIO TO FIGHT FOR FREEDOM OF SPEECH, INSTITUTE TOLD

BROADCAST industry will take militant stand on behalf of freedom of speech, Justin Miller, NAB president, told 16th Institute for Education by Radio at Friday night panel in Columbus, O. He said it will not docilely consent to program censorship.

Others on panel were Comr. Clifford J. Durr, FCC; H. B. McCarty, WHA Madison; Nathan Straus, WMCA New York; Davidson Taylor, CBS. List of awards on page 81.

Mr. Straus offered four-point program to stop over-commercialism. He said broadcasters are not meeting their postwar obligations and called FCC Blue Book "fair, and dealing with the most part in facts and statistics."

Mr. Durr said radio's course in next few years depends on extent to which it is willing to grant freedom to technology to tear down economic barriers to competition and progress. None of FCC Blue Book, allegations, he said, have been challenged.

COMMEMORATIVE PROGRAMS TO MARK V-E ANNIVERSARY

FIRST anniversary of V-E day will be celebrated by networks and independent stations on commemorative programs. CBS has set five programs on *Feature Story* broadcasts, May 6-10, entitled *One Year After*. Series will be heard 5-5:15 p. m., originating on different days from Paris, Egypt, Holland, London, Italy, Balkans, Germany and Moscow.

ABC will present *Operation Victory*, May 8, 10:30-11 p. m. with Walter Kiernan as narrator. Program will include recorded portions of statements by Allied leaders.

NBC plans broadcast from schoolhouse in France where peace was signed.

GOLD SPINNER

Rumpel-Stilts-Kin—the little fellow who could spin gold out of straw—had nothing on radio.

Yes, just as Anderson's Fairy Tales gave the world the magic of Rumpel-Stilts-Kin so radio gives countless advertisers the formula for turning ordinary circumstance into golden opportunity.

Nor is there any magic in making radio work for you. Spot radio fits any budget, large or small. It can force distribution, fit distribution or sell an institutional idea.

Strong stations bought individually, anywhere, any time—that's spot radio.

●

REPRESENTED NATIONALLY BY

★ ★ ★ **EDWARD PETRY & CO., INC.** ★ ★ ★

NEW YORK · CHICAGO · LOS ANGELES
DETROIT · ST. LOUIS · SAN FRANCISCO

SPOT RADIO LIST

WSB	Atlanta	NBC
WBAL	Baltimore	NBC
WNAC	Boston	MBS
WICC	Bridgeport	MBS
WBEN	Buffalo	NBC
WGAR	Cleveland	CBS
WFAA	Dallas	NBC
WBAP	Fort Worth	NBC
KGKO	Ft. Worth, Dallas	ABC
KARM	Fresno	CBS
WJR	Detroit	CBS
WHTD	Hartford	MBS
KPRC	Houston	NBC
WDAF	Kansas City	NBC
KFOR	Lincoln	ABC
KARK	Little Rock	NBC
KFI	Los Angeles	NBC
WHAS	Louisville	CBS
WLLH	Lowell-Lawrence	MBS
WTMJ	Milwaukee	NBC
KSTP	Mpls.-St. Paul	NBC
WSM	Nashville	NBC
WSMB	New Orleans	NBC
WTAR	Norfolk	NBC
KOIL	Omaha	ABC
KGW	Portland, Ore.	NBC
WEAN	Providence	MBS
WRNL	Richmond	ABC
KSL	Salt Lake City	CBS
WOAI	San Antonio	NBC
KQW	San Francisco	CBS
KOMO	Seattle	NBC
KTBS	Shreveport	NBC
KGA	Spokane	ABC
WMAS	Springfield	CBS
WAGE	Syracuse	ABC
KVOO	Tulsa	NBC
KFH	Wichita	CBS
WAAB	Worcester	MBS

THE YANKEE AND TEXAS QUALITY NETWORKS

THE PACIFIC NORTHWEST MEANS . . .

KIRO

SEATTLE • TACOMA

AIRCRAFT MANUFACTURING

BOEING ORDERS NOW $126,000,000

In 1939 and 1940 Boeing Aircraft in Seattle employed about 4,000 people, and produced 12 Clippers and 9 Stratoliners. Today, this company has *peace-time* orders totaling $126,000,000. Employment in Boeing's Seattle plant is 8,600, and within a few months *will be 14,000* . . . this is *more than 3 times as many as in any pre-war year!*

Orders from Pan-American Airways, Swedish Intercontinental Airlines, American Airlines and Northwest Airlines for 42 new Stratocruisers at a cost of $56,000,000 are augmented by military orders totaling $70,000,000!

Production has already begun and delivery of the Stratocruisers will begin late this year or early in 1947. This is *not* a war baby... air travel and aircraft manufacturing are here to stay. The aircraft industry's payroll in the rich Seattle market is big . . . it is continuing to grow.

KIRO is the only 50,000 watt station in this rich market... it brings Columbia Programs to Seattle, Tacoma, and the prosperous surrounding country of the Pacific Northwest.

SEATTLE
TACOMA
KIRO
The Friendly Station
SEATTLE, WASH.

THE PACIFIC NORTHWEST'S
MOST POWERFUL STATION

50,000 Watts
710 kc
CBS

Represented by
FREE and PETERS, Inc.

BROADCASTING
TELECASTING

Published Weekly by Broadcasting Publications, Inc.
Executive, Editorial, Advertising and
Circulation Offices: 870 National Press Bldg.
Washington 4, D. C. Telephone: ME 1022

IN THIS ISSUE . . .

Petrillo Orders Featherbedding Continued 15
ABC Buys King-Trendle Bcstg Corp. 15
Disc Identification Rule Reviewed 16
Ad Council Reports on Public Service 17
ABC Testing Daylight Savings Plan 17
Clear Channel Duplication Indicated 18
CCNY Conference on Radio and Business 20
FM's Place in Future . . .
—By Dr. Herman S. Hettinger 23
CPA Exemption to Broadcasters Doubtful 24
Gillette Sponsoring Louis-Conn Video 26
Eight Radio Bills Pending in Congress 30
Spot Radio Aids Continental Air Lines 36
CAB Lists Quebec Convention Agenda 44
Duffield Named WOWO Manager 54
National Publications Editorialize FCC Report 59
FCC Revises Operator License Requirement 67
OPA Allows Tube Increase 74
NAB Studies FCC Inroads, Music 75
Mexican-Vacated 1340 kc Open to Texas 76
NAB 5th District For Industry Self-Regulation 77
Farm Census Reports Forthcoming 78

DEPARTMENTS

Agencies	52	Our Respects to	48
Allied Arts	56	Production	58
Commercial	54	Programs	62
Editorial	48	Promotion	68
FCC Actions	82	Sellers of Sales	10
Feature of Week	10	Sponsors	60
Management	50	Sid Hix	16
News	66	Technical	70

At Washington Headquarters
SOL TAISHOFF
Editor and Publisher

EDITORIAL
ROBERT K. RICHARDS, *Editorial Director*
Art King, *Managing Editor;* J. Frank Beatty, Bill Bailey, *Associate Editors;* Fred Fitzgerald, *Asst. to the Managing Editor.* STAFF: Jack Levy, Rufus Crater, Lawrence Christopher, Mary Zurhorst, Adele Porter, Margaret Elliott, Eleanor Brumbaugh, Laura Weber, Irving Kipnes.

BUSINESS
MAURY LONG, *Business Manager*
Bob Breslau, *Adv. Production Manager;* Harry Stevens, Eleanor Schadi, Cleo Kathas.
AUDITING: B. T. Taishoff, Irving C. Miller, Mildred Racoosin.

CIRCULATION AND READERS' SERVICE
BERNARD PLATT, *Director*
Frank Bannister, Dorothy Young, David Ackerman, Leslie Helm, Pauline Arnold.
PROMOTION: Winfield Levi.

NEW YORK BUREAU
250 Park Ave. *PL*aza 5-8355
EDITORIAL: Bruce Robertson, *New York Editor;* Edwin H. James, *Asst. New York Editor;* Florence Small, Dorothy Macarow, Patricia Foley.
ADVERTISING: S. J. Paul, *New York Advertising Manager;* Martin Davidson.

CHICAGO BUREAU
360 N. Michigan Ave. *CEN*tral 4115
Fred W. Sample, *Manager;* Jean Eldridge.

HOLLYWOOD BUREAU
6000 Sunset Boulevard, *HE*mpstead 8181
David Glickman, *Manager;* Ralph G. Tuchman, Helen Jean Tobias

TORONTO BUREAU
417 Harbour Commission Bldg. *EL*gin 0775
James Montagnes, *Manager.*

BROADCASTING Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

* Reg. U. S. Pat. Office

Copyright 1946 by Broadcasting Publications, Inc.

SUBSCRIPTION PRICE: $5.00 PER YEAR, 15c PER COPY

WORK CLOTHES make payrolls for the NASHVILLE area

Ten million dollars worth of work clothes are made here each year—and payrolls of this, and many other, well-established industries help make the Nashville area one of the nation's most stable markets . . . One million people with a spendable income of over 800 million dollars yearly are a rich market for your quality product. . . . The primary area of WSIX effectively covers the Nashville market area with the top-rated programs of both American and Mutual Networks. . . . Cover this prosperous territory with a message broadcast economically over WSIX.

WSIX gives you all three: Market, Coverage, Economy

5,000 WATTS

980 KILOCYCLES

Represented Nationally by

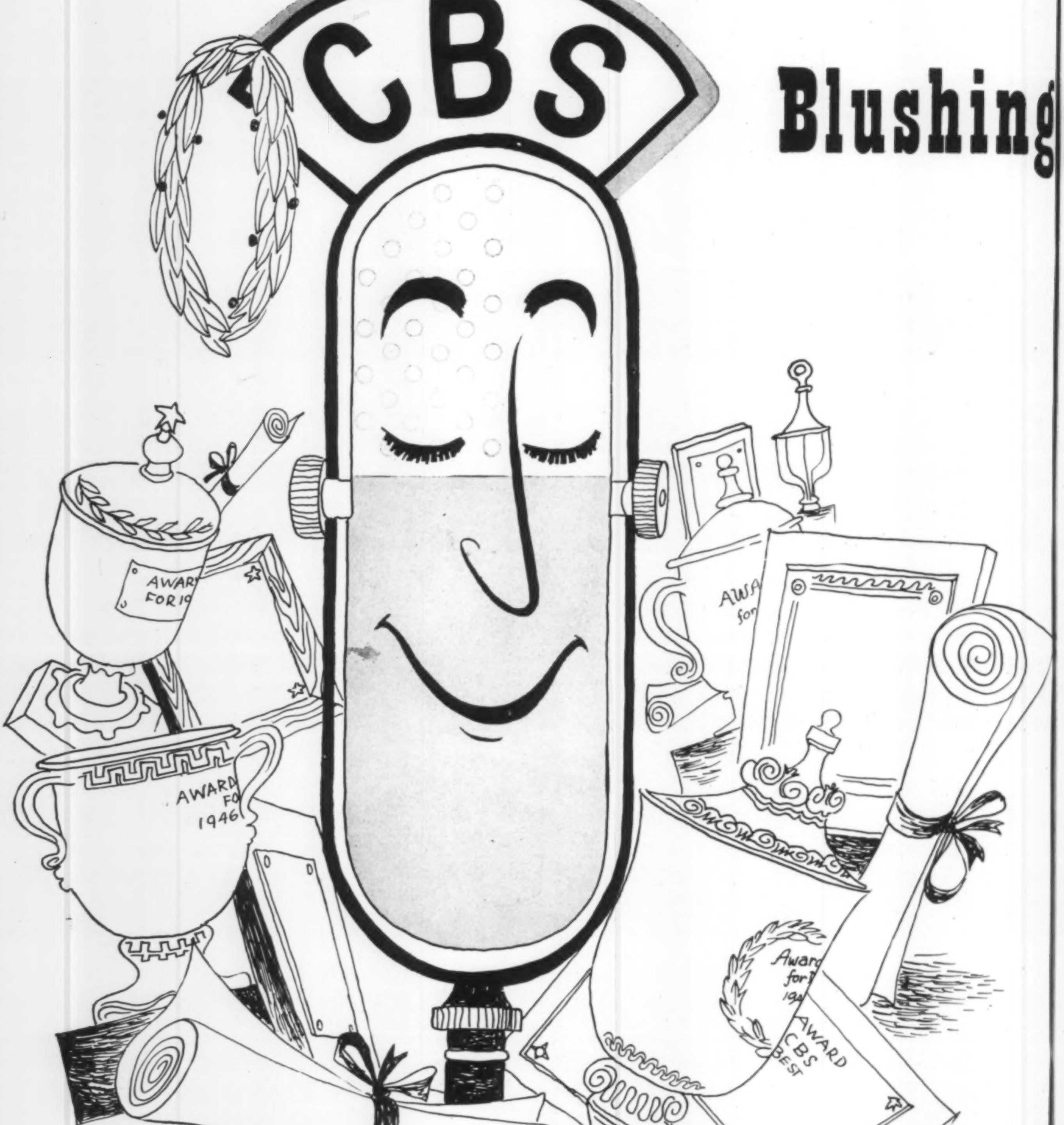
THE KATZ AGENCY, INC.

AMERICAN and MUTUAL

WSIX

The Voice of Tennessee's Capital City

NASHVILLE TENNESSEE


CBS
AWARD FOR 19
AWARD FOR 1946
AWARD for
Award for 194
AWARD CBS BEST

Blushing

th

g is our business...

The other day the School of Business and Civic Administration of The City College of New York announced the winners of its second annual National Radio Awards for program creation and promotion. And again, as in *Variety's* recent "Showmanagement" awards, CBS clearly demonstrated that *leadership is no accident.*

For the outstanding entry in each of five classifications, an impartial and professional jury conferred a major plaque award. Three went to CBS: one to a Columbia-owned station, another to an affiliate, the third to the Columbia Pacific Network.

The jury then presented 18 Awards of Merit. Columbia broadcasters won six.

Only one award was issued for "the most effective public service radio program developed by a national network." It went to CBS, for *Assignment Home*, the notable series concerning the problems of veteran readjustment.

Finally, the judges awarded five certificates of Honorable Mention. Columbia-affiliated stations won three.

To our blushing but worthy affiliated and CBS-owned stations we offer our heartiest congratulations. To The City College of New York and its discerning awards committee go our thanks and our pledge to maintain the standards they encourage.

The specific citations:

Plaques:

WCAU (CBS affiliate in Philadelphia) "for its public service program, *Crusade for Better Drinking Water.*" (Also an Award of Merit.)

WEEI (CBS in Boston) "for its promotion of the public service program, *Life to the Front.*" (Also an Award of Merit.)

COLUMBIA PACIFIC NETWORK "for its all-over regional network promotion." (Also an Award of Merit.)

Awards of Merit:

CBS—"for the most effective public service program developed by a national network, *Assignment Home.*"

WGAR (CBS affiliate in Cleveland) "for the most effective direct-selling sponsored program developed by a clear channel station, *Serenade for Smoothies.*"

KMBC (CBS affiliate in Kansas City) "for the most effective all-over station promotion by a regional station."

Honorable Mentions:

KFH (CBS affiliate in Wichita) "for an unusually effective public service program developed by a regional station, *Citizens of Tomorrow.*"

KLZ (CBS affiliate in Denver) "for an unusually effective public service program developed by a regional station, *Welcome House.*"

KSL (CBS affiliate in Salt Lake City) "for an unusually effective public service program developed by a clear channel station, *This Business of Farming.*"

this is CBS...THE COLUMBIA BROADCASTING SYSTEM

Continuous
PUBLIC
SERVICE
IN
LINCOLN
MEANS

KFOR

MONTH AFTER MONTH

Month after month, KFOR brings listeners in Lincoln's trade area more public interest and special event programs than any other station. That's because KFOR is the only station programmed specifically for Lincoln.

KFOR advertisers know this public interest, plus basic ABC and Mutual affiliations, pays off. They know CONTINUOUS, WELL-PLANNED public interest on KFOR holds a big, steady audience in Nebraska's second market.

Represented by Edward Petry Co., Inc.

KFOR

"Nebraska's Capital City Station"
LINCOLN Nebraska

GORDON GRAY, General Mgr.
HARRY PECK, Station Mgr.

BASIC AMERICAN; MUTUAL NETWORKS

Feature of the Week

(Story on clear channel hearings on page 18)

SMELL effects and sound effects—absolutely unintended—furnished an exciting accompaniment to testimony presented last Wednesday by WLS Chicago at the FCC clear channel hearings. Arthur Moore, editor of the *Prairie Farmer*, which owns the station, had been telling of WLS services to livestock producers at the time of the Chicago stockyards fire in 1934 when, suddenly, the smell of smoke came into the Archives auditorium, where the hearing was being held.

Hitler's Will?

Commissioner Hyde, presiding, suggested this might be a good time for the usual morning recess from the richly panelled "no smoking" auditorium. As the participants puffed on cigarettes in the lobby, someone speculated that perhaps Hitler's will, on display in the building, was being burned, with the resultant odor.

However, the hearing resumed following the intermission and Arthur C. Page, WLS farm program director, took the witness stand. The noon hour was approaching. Mr. Page, who conducts *Dinnerbell Time* on the station, had been testifying that campaigns on the program in behalf of fire prevention had brought successive awards last year and this year from the National Board of Fire Underwriters.

He had hardly finished with the word "fire" when the clanging of gongs was heard in the auditorium. In a few moments an Archives attendant asked that the room be vacated and participants descended to the outside of the building where four fire companies had gathered. Their presence was precautionary, the alarm being sounded because of smoke, afterward discovered to have been spread by the air conditioning system when a motor overheated.

On the sidewalk, Commissioner Hyde adjourned the "hearing" until the usual afternoon time at 2 p. m. It was the second time in Commission history that a proceeding had been interrupted by fire. Several years ago, a match carelessly thrown into a waste basket containing acetate shavings from a recording machine had caused a blaze which forced a short recess.

Sellers of Sales

HAROLD BANDOW RORKE is one of those few fortunate ex-Army men who considers his Army duties as being well suited to him—for his GI career laid the foundation and was largely responsible for his present post as radio director of J. Walter Thompson Co., Chicago.

When Hal was commissioned a captain in the Army Air Forces in July 1942, most of his experience had been in publicity and public relations. He was assigned to War Dept. Bureau of Public Relations in Washington, and handled production on many of the AAF radio programs.

One of these was Wrigley's *Melody Ranch*, then known as *America in the Air*. Through his work on the show he made many contacts at J. Walter Thompson Co., Wrigley's agency for that series. In June 1945, when he was placed on inactive status as lieutenant colonel, the agency immediately snapped him up to replace radio director Tyles Davis, who left the agency and moved to New York. In December 1945, he was awarded the Legion of Merit by Gen. H. H. Arnold, Commanding General, AAF, for his work on *America in the Air* and for other services to the AAF.

Hal

Hal is now juggling the radio budgets for ten accounts: Swift & Co., Chicago; Parker Pen Co., Janesville, Wis.; The Seven Up Co., St. Louis; Elgin Watch Co., Elgin, Ill.; Libby, McNeill & Libby, Chicago; Kraft Foods Co., Chicago; Bowman Dairy Co., Chicago; The Toni Co., Minneapolis (home permanent waves); Northern Trust Co., Chicago; Cole Milling Co., Chester, Ill.

A native of Chicago, Hal was born May 26, 1903. Following his graduation from Senn High School in 1920, he moved with his family to Los Angeles and enrolled at Stanford U. After two years Hal interrupted his schooling to go to Japan and China.

A friend got him a job as ordinary seaman on the *S.S. President Wilson*. Hal was assigned to take care of five passengers—bovine.

Hal returned to college after his trip and received his A.B. degree in 1925. After a brief period

(Continued on page 73)

it pays to present your sales story in these two thriving Pennsylvania markets

WEST
EASTON, PA.
(PHILLIPSBURG, N. J.)

WAZL
HAZLETON, PA.

NBC
MUTUAL

Represented By
Radio Advertising Co.

IT'S AUDIENCE THAT COUNTS

→ AND 67% OF THE TIME FROM 6:00 A. M. TO MIDNIGHT (YES—INCLUDING ALL THE BIG NETWORK SHOWS), WAAT HAS AN AUDIENCE IN NORTH JERSEY EQUAL TO OR EXCEEDING ONE OR MORE OF THE FOUR NEW YORK NETWORK STATIONS

Source: The Pulse of North Jersey

→ AND THAT'S ANOTHER REASON WHY: WAAT DELIVERS MORE LISTENERS PER DOLLAR IN AMERICA'S 4th LARGEST MARKET* THAN ANY OTHER STATION—INCLUDING ALL 50,000 WATTERS!

****Do you realize this market contains over 3½ million people; more than these 14 cities combined: Kansas City, Indianapolis, Rochester, Denver, Atlanta, Toledo, Omaha, Syracuse, Richmond, Hartford, Des Moines, Spokane, Fort Wayne, Dallas.***

WAAT

970 KC
NEWARK,
N. J.

(National Representatives: Radio Advertising Co.)

"DOLLAR FOR DOLLAR NEW JERSEY'S BEST RADIO BUY"

PLUNGE

into your local population pool with an NBC-Recorded show

ONE for the money . .

There's no better buy than an NBC-Recorded Program . . built for the advertiser with big ideas . . but a *limited budget.*

TWO for the show . .

Choose an NBC-Recorded Program for all-around quality . . produced like a network show with radio's finest talent, skilled NBC directors, full-range Orthacoustic recording.

THREE to make ready . .

Write, wire or phone for *audition records* of any of the outstanding shows on this page.

FOUR to go . .

With the addition of your own commercials . . your new NBC-Recorded show will bring a round of applause from the listeners in your town.

TWENTY-ONE DIFFERENT NBC-RECORDED SHOWS TO CHOOSE FROM . . HERE ARE SOME:

MERCER McLEOD . . THE MAN WITH THE STORY—actor, writer, world traveler, colorfully dramatizes strange tales.

Schedule: 2 quarter-hours a week
Available: 26 weeks of broadcasting

ALLEN PRESCOTT . . THE WIFE SAVER—hilarious antics of Mrs. Housewife's favorite household adviser. Songs by Brad Reynolds.

Schedule: 3 quarter-hours a week
Available: 52 weeks of broadcasting

PLAYHOUSE OF FAVORITES—the famous stories of famous authors put into vivid dramatic form with "name" talent of stage, screen, radio.

Schedule: 1 half-hour a week
Available: 52 weeks of broadcasting

ART VAN DAMME QUINTET WITH LOUISE CARLYLE—a jet-propelled musical that jumps with the rhythms of America's greatest accordionist and the songs of lovely Louise Carlyle.

Schedule: 3 quarter-hours a week
Available: 26 weeks of broadcasting

NBC . . Radio-Recording Division

A Service of
Radio Corporation
of America

RCA Building, Radio City, New York • Chicago • Washington • Hollywood • San Francisco
DISTRIBUTED IN CANADA THROUGH ALL-CANADA RADIO FACILITIES, TORONTO, ONTARIO

5000
WATTS
980
KILOCYCLES

KFWB NEWS-FLASH

REPRESENTED
BY
RAMBEAU

PUBLISHED BY WARNER BROS.-BROADCASTING CORP.

Volume I | HOLLYWOOD, CALIF., APRIL 29, 1946 | Number 2

BILL ANSON IS CHOICE OF ADVERTISING MEN!

Shown viewing a blowup of Bill Anson, with Robert Alda, Warner Bros. star, (right front) and Harry Maizlish, general manager of KFWB (next to Alda) are members of the agencies who counted the ballots: first row, left to right: Norman Boroughs, Essig Co.; Wanda Herndon, Tide Magazine; Jack Smalley, Smalley & Levitt; standing: M. W. Shackelford, Lockwood Shackelford Agency; J. B. Kiefer. Sixth committee member, missing from the photo was Jack Morse, Dan B. Miner Agency.

AGENCIES, PRESS, SELECT NEW KFWB DISC-JOCKEY

In the most precedent-shattering event in the history of Radio, Warner Bros. KFWB placed the selection of a Personality in the hands of Los Angeles and Hollywood Advertising Agency and trade press representatives! BILL ANSON, Chicago's leading record-show conductor, was elected to take over the West's No. 1 Disc-Jockey spot, at the KFWB dinner, April 24, in the Embassy Room of the Ambassador Hotel. Anson topped a field of more than 100 applicants for the maestro's job on the three and one-half hour Record Show, now in its 13th consecutive year on KFWB! The field was narrowed down, by a series of eliminations, to 7 of the nation's leading platter personalities for final selection via live auditions, piped into the banquet hall by direct lines from New York, Chicago, Philadelphia, and other cities.

Here are the ad men and women who selected Bill Anson! Scene is the Embassy Room at the Ambassador Hotel, Los Angeles, where KFWB's precedent-shattering national audition was held.

A LITTLE EXTRA EFFORT OFTEN GETS A BIG RESULT!

● Yessir, extra *effort* is our specialty, here at F&P. Extra *foot*-work, when that's needed, of course. But the goods we specially like to deliver are the ideas, the creative salesmanship, the extra *headwork* that makes spot-broadcasting so overwhelmingly more effective and profitable for radio advertisers.

If you're looking for top-notch locally-produced *shows*—with audience ratings that bring cost-per-thousand-listeners way, way down—give us a ring. We will present all the facts about these shows that get *big results!*

EXCLUSIVE REPRESENTATIVES:

ALBUQUERQUE	KOB
BALTIMORE	WCBM
BROWNSVILLE	KVAL
BUFFALO	WGR-WKBW
CHARLESTON, S. C.	WCSC
CINCINNATI	WCKY
COLUMBIA, S. C.	WIS
CORPUS CHRISTI	KRIS
DAVENPORT	WOC
DES MOINES	WHO
DULUTH	KDAL
FARGO	WDAY
HOUSTON	KXYZ
INDIANAPOLIS	WISH
KANSAS CITY	KMBC
LOUISVILLE	WAVE
MINNEAPOLIS-ST. PAUL	WTCN
OKLAHOMA CITY	KOMA
PEORIA-TUSCOLA	WMBD-WDZ
PORTLAND	KOIN
RALEIGH	WPTF
ROANOKE	WDBJ
ST. LOUIS	KSD
SEATTLE	KIRO
SHENANDOAH	KMA
SYRACUSE	WFBL
TULSA	KTUL

and WRIGHT-SONOVOX, Inc.

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: *180 N. Michigan* Franklin 6373
NEW YORK: *444 Madison Ave.* Plaza 5-4130
DETROIT: *645 Griswold St.* Cadillac 1880
SAN FRANCISCO: *58 Sutter* Sutter 4353
HOLLYWOOD: *6331 Hollywood* Hollywood 2151
ATLANTA: *322 Palmer Bldg.* Main 5667

BROADCASTING
TELECASTING

VOL. 30, NO. 18 WASHINGTON, D. C., MAY 6, 1946 $5.00 A YEAR—15c A COPY

Petrillo Orders Featherbedding Continued

AFM Must Not Play Simultaneously For FM, AM

INTENT on a quick court test of the Lea Act, James Caesar Petrillo has ordered members of his American Federation of Musicians to continue the practice of featherbedding.

In a signed article on page 1 of the April *International Musician*, official house organ of the AFM, Mr. Petrillo told his members they could not play simultaneously for AM and FM programs unless they received dual pay. He told them they could not play for television broadcasts "until further notice." In the March *International Musician* he had restated his prohibition against the broadcast in this country of foreign musical programs except Canada.

On NAB Schedule

Meanwhile the NAB Board of Directors has scheduled on its agenda for its May 6-8 meeting at the Statler Hotel, Washington, the overall music problem in light of the Lea Act and Mr. Petrillo's demands. The Industrywide Music Committee, named last December, will meet May 9 at the Mayflower Hotel, Washington, to discuss further steps. At a meeting April 15 in New York a joint subcommittee of broadcasters and the AFM agreed to set up a permanent joint committee to deal with future problems [BROADCASTING, April 22].

Without reference to the Lea Act, which became law April 16 with President Truman's signature [BROADCASTING, April 22], Mr. Petrillo warned his membership that the AFM had "refused to render services for both AM and FM broadcasting."

"At the present moment, our ruling still stands, and we cannot permit the services of our members for both types of transmitters for one fee," wrote the music czar.

On the same page of the April *Musician* was reproduced text of a telegram which, on April 5, was sent to locals in whose jurisdiction network broadcasts originate and to musical directors and booking agencies engaged in network broadcasting, warning that all contracts or renewals other than for staff orchestras "must be approved by the Federation." That order embraced "single instrumentalists, trios, and all types of instrumental combinations, groups, orchestras, bands, and leaders."

Mr. Petrillo's latest ultimatum was construed in broadcasting circles as his first step to take the Lea Act to the Supreme Court, following earlier announcement by Joseph A. Padway, AFM counsel, that constitutionality of the Act would be tested.

"The FCC at one time ruled that broadcasters were not permitted to use the same program on AM and FM stations," Mr. Petrillo informed his members. "Later, this same Commission reversed itself and it is now possible to send the same program over both types of broadcasting stations. However, the AFM, unlike the FCC, did not change its mind, and we refused to render services for both AM and FM broadcasting."

FCC Rules Revised

[EDITOR'S NOTE: Originally FM Rules & Regulations (3.261-b) provided that each FM station must devote a minimum of two hours daily—one before 6 p. m. and one after 6 p. m. to programs not duplicated simultaneously on standard or other FM stations in the same service area. After hearings a year ago on revised Rules & Regulations, however, the FCC decided not to include the duplication rule in the present regulations.]

Mr. Petrillo charged that a "howl went up from all the stations as well as the FCC" that the AFM was "retarding progress and hindering the development of FM."

"Here we found ourselves in a position of adhering to an original ruling made by the FCC, and, as I said before, the FCC changed its mind, then found fault with us for

(*Continued on page 75*)

King-Trendle to ABC for $3,650,000

Expansion Plan Must Have Approval Of FCC

AMBITIOUS PLANS of American Broadcasting Co. to broaden its operating base took tangible form last week with the formal announcement by Edward J. Noble, board chairman and principal stockholder, that he had completed negotiations for purchase of King-Trendle Broadcasting Corp. (WXYZ Detroit, WOOD Grand Rapids and Michigan Radio Network) for $3,650,000. The transaction, insofar as acquisition of the stations is concerned, is subject to FCC approval.

Confirming in almost every particular the report published in last week's BROADCASTING, Mr. Noble made his announcement at St. Catherine's Island, Ga., last Thursday, where he was host to the ABC Stations Planning and Advisory Committee meeting with ABC officials. The transaction is related to the planned sale by ABC of about 1,000,000 new shares of stock for approximately $15 a share, to raise $15,000,000 for network expansion not only in AM facilities but in television and FM [BROADCASTING, April 29].

The overall King-Trendle purchase is second only in magnitude to Mr. Noble's purchase of the erstwhile Blue Network in 1943 from RCA-NBC for $8,000,000. Mr. Noble, however, has announced his intention of selling WOOD, 5,000-watt regional now on NBC, and it has been offered to a number of firms for a figure in the neighborhood of $1,000,000.

Mr. Campbell **Mr. Noble** **Mr. Trendle**

Agreement on the transaction was reached by Mr. Noble and his advisors with George W. Trendle, president, and H. Allen Campbell, secretary and general manager of King-Trendle, on April 28, subject to approval of the respective boards. Final approval came last Tuesday. The Avco procedure of advertising the transaction for 60 days to give others the opportunity to meet the ABC terms, will be followed.

Stock Offer

Meanwhile, formal word is awaited on the ABC stock offer, which will be handled through Dillon, Read & Co., and a nationwide group of investment bankers. ABC affiliates already have been notified of the planned sale and have been invited to participate in it. It was reported that the same stock would be offered affiliates at $14 per share, instead of the $15 figure for public sale.

The outcome of reported conversations with Bing Crosby to acquire an ownership interest in ABC was still unknown last week. These reports were that Crosby had been invited to take over a regular 15-minute strip on ABC and that he would be paid in ABC stock as a tax-savings measure, since his income from other sources placed him in the maximum brackets anyway.

Actually ABC would acquire King-Trendle as a going concern, taking over its present assets. These are understood to include about $750,000—a half million in cash and some $250,000 in accounts receivable. That would mean a stripped price of something less than $3,000,000 for the two stations, their physical assets, land and leaseholds, as well as the good will attending the MRN, feeding programs to seven additional sta-

(*Continued on page 74*)

Recording Identification Rule Studied

American Time Change Plans Brings Waiver

REEXAMINATION of the rule requiring station announcement of recordings and transcriptions to determine whether permanent changes should be adopted, will be made by the FCC within the next 30 days.

Disclosure of such action was made by the Commission last Monday in granting a 30-day waiver of the rule to ABC to permit the network to carry delayed broadcasts by transcriptions to maintain program schedules in cities which have not adopted daylight saving time.

The waiver is applicable only when the off-the-line recording is made by ABC at Chicago or Hollywood and is broadcast one hour later by stations operating on standard time. It is also required that stations carrying the delayed broadcasts must make an appropriate announcement at least once a day that some or all of the programs are transcribed. The waiver is not applicable where an individual station makes an off-the-line recording.

Time Question

In requesting the waiver, ABC advised the Commission that during the period from April 28 to Sept. 28 some of its affiliates will be operating on daylight time while others are on standard time and that the network would record practically all of its programs at Chicago and Hollywood and then feed various legs of the network from records an hour later. The network represented that announcement of such programs as transcribed, the Commission said, "would be unduly repetitious and unnecessary since these programs are in effect network programs."

It was understood that the 30-day test period was granted by the Commission to determine what effect would result from relaxation of the rule and to provide a basis of experience on which to consider further changes. Whether a hearing will be held will depend on developments during the waiver period, it was learned, with the possibility that a proposed amendment to the rule may be promulgated.

Mutual Makes Request

A similar request for a waiver was made by Mutual. NBC and CBS, which have strict policies against the use of network transcriptions, are re-arranging their broadcast schedules to adjust to differences occasioned by daylight time.

A Commission source emphasized that the waiver applies only to network broadcasts. Use of transcriptions by stations must be identified as required under Section 3.407 of the FCC Rules Governing Standard and High Frequency Broadcast Stations. The rule was amended last July to make it unnecessary to identify each record in a series interspersed with live talent.

Long a subject of controversy, the recording rule has been fought by broadcasters as being too rigid. Liberalization of the requirement to permit identification at one hour intervals was sought in 1944 when NAB led a group of stations in support of a proposed amendment offered by the FCC in May of that year. The amendment was designed to eliminate constant repetition of the recording announcement, particularly in the case of participating programs.

However, the Commission rejected the proposal and instead, inserted a provision emphasizing that announcements must not give the impression a recorded program consists of live talent.

Network policies, except for rare occasions, have prohibited recordings but affiliates or owned stations have made transcriptions for later broadcast. The war brought several departures from policy, with the nets breaking from tradition to carry several war recordings, including the dramatic D-Day recordings of George Hicks of ABC from London by pooled arrangement.

Policy Broken

All networks broke policy to rebroadcast President Roosevelt's radio talk after his return from the Teheran conference. The President had made his talk in the afternoon for the benefit of Middle East listeners. The nets repeated the broadcast in the evening.

Many stations recorded the network broadcasts of the Roosevelt funeral services at Hyde Park, repeating the programs during the mourning period for the President's death. ABC, however, repeated Baukhage's famous broadcast of the burial ceremonies three times over the entire network. ABC has been recording a number of its news

(*Continued on page 76*)

Three Increase Rates

THREE basic MBS affiliates which were recently granted construction permits for 5 kw have announced new rate increases effective May 1. KQV Pittsburgh has increased its basic rate per hour from $240 to $340, WLOL Minneapolis from $200 to $275 and WOL Washington from $200 to $240. All current Mutual advertisers are protected for one year against the new rates.

Cudahy Switch

CUDAHY PACKING Co., Chicago, has switched time period of *Tena and Tim* on CBS Monday through Friday from 2:45-3 p.m. to 11:30-11:45 a.m. CBS sustainer *Time to Remember*, formerly heard in the 11:30-11:45 a.m. period, has moved to 2:45-3 p.m. period. Grant Adv., Chicago, handles Cudahy Packing account.

Petri Wine Replaces

PETRI WINE CO., San Francisco, June 3 for 13 weeks replaces *The Adventures of Sherlock Holmes*, MBS, Mon., 8:30-9 p. m., with *The Case-Book of Gregory Hood*. Agency is Young & Rubicam, San Francisco.

STATION BRRR
SID HIX

Drawn for BROADCASTING by Sid Hix

"We operate only to local sunset."

Salt Spots

MORTON SALT CO., Chicago, May 6 begins live spot campaign on more than 100 stations with contract for four week period placed by Hill, Blackett & Co., Chicago.

Gum Labs. Test

GUM LABS., Clifton Heights, Pa., sponsor of *Sweetheart Time* on MBS, Sun. 12:30-12:45 p. m. (CDST), is to start extensive campaign with transcribed jingles, placing through Makelin Assoc., Chicago. Agency has preliminary test campaign on KONO WORL WXYZ WMOB.

Kerr Glass Places

KERR GLASS Co., Los Angeles (mason jars), with free canning booklet offer, April 30 started for 10 weeks using weekly schedule of spot announcements on 21 stations nationally. List will be expanded in May and June to include 54 additional stations as well as those of New England Regional Network. Agency is Raymond R. Morgan Co., Hollywood.

Chevrolet Video

CHEVROLET DIVISION of General Motors Corp., Detroit, will sponsor a series of four consecutive weekly commercial television broadcasts in cooperation with ABC on WABD New York. Format and starting date of half-hour Tuesday evening programs have not been set. Agency is Campbell-Ewald Co., Detroit.

Expands Schedule

LUCKY TIGER MANUFACTURING Co., Kansas City, through its agency, Merritt Owens Adv., that city, this month expands its radio schedule into several markets with new programs. Firm currently is using newscasts, musicals, station breaks and one-minute announcements on WCCO KLZ WAGA WWL KGKO KNX WLW KMOX KTRH KVOO WHS KCKN KCMO KMBC KOAM KFH KANS KFEQ KTOK KOMA [BROADCASTING, March 11]. Further expansion is planned for June.

Orange Campaign

MUTUAL ORANGE DISTRIBUTORS, Redlands, Calif. (Pure Gold oranges), in a two to four-week campaign, starting May 6, will use varied schedule of transcribed chain break announcements on seven West Coast stations. List includes KIRO KJR KXL KEX KJBS KFRC KROW. This is in addition to chain break announcement campaign currently being conducted by cooperative group in 18 major southern and midwestern cities for Pure Gold lemons [BROADCASTING, April 29]. Agency is J. Walter Thompson Co., Los Angeles.

Radio Still Puts Public Service First

Ad Council Reports Free Campaigns During 1946

RADIO ADVERTISERS, networks and stations are continuing their public service activities as they did in wartime, having given top priority to 18 major public service campaigns the first three months of 1946.

That's the message contained in the first quarterly report of George P. Ludlam, radio director, The Advertising Council, titled "The First 100 Days." The report shows that 120 national radio advertisers are using their 200 network programs to give wide coverage to campaigns under the Network Allocation Plan, and that 43 advertisers, sponsoring 60 programs, are taking part in the National Spot Plan.

In addition to the 260 commercial programs, the Radio Division of AC schedules public interest subjects regularly on 150 sustaining network programs. Scores of local and regional messages are handled throughout the country by individual stations.

Succeeded OWI

During the first quarter of 1946, broadcast time contributed by advertisers and networks to the 18 major public service campaigns resulted in more than four billion listener-impressions, equivalent to 40 messages per listener, according to the AC report.

When the Office of War Information was abolished last fall, the Treasury Dept. and other Government agencies asked The Advertising Council to take over where OWI left off, at least through the 8th War Loan. Mr. Ludlam, chief of the OWI Radio Bureau, was named Radio Director of the AC. Before the end of 1945 a strong feeling developed among advertisers, agencies and networks that a mechanism so effective as the Allocation Plan should not be dropped.

President Truman personally requested the AC to continue its cooperation. He established a special division of the Office of War Mobilization & Reconversion to channel informational activities of the 40-some Government agencies and departments, appointing Drew Dudley to head the operation.

A special radio committee was set up by the Council, composed of H. W. Roden of American Home Products Co.; Lee Bristol, Bristol-Myers Co. and Stuart Peabody, The Borden Co. It suggested a reduced version of the Radio Allocation Plan on a permanent basis and received overwhelming support from advertisers.

Under wartime schedules the OWI asked every radio advertiser to carry one message each four weeks on weekly programs and one message fortnightly on three or five-weekly programs. Since the war ended, however, the Council has reduced the frequency to once every six weeks for weekly programs and once every three weeks for thrice or five-weekly programs.

MR. LUDLAM

ARC Drive

In addition to the allocation plan the Council set up a "Special Handling" section for additional campaigns. All-told the AC daily average of public service messages on networks is 33.7, with 212.2 station broadcasts of public service messages by national spot advertisers.

Heaviest radio report scheduled by the Council in the first quarter of 1946 was in behalf of the American Red Cross during March. That campaign was given four weeks of network and national spot allocations and additional "special handling" support in February as well as March. As a result the Red Cross campaign brought 612,960,000 listener-impressions.

A breakdown by the American Red Cross shows that in the 1946 campaign there were 846 network broadcasts, making a total of 3,381,658,856 listener-impressions, as compared to 590 broadcasts with 2,448,171,184 listener-impressions in 1945. On Radio Day, March 1, the Red Cross reported 213 broadcasts and 611,956,170 listener impressions. During March the Red Cross reported 579 network broadcasts making 2,769,702,686 listener-impressions. Those figures were based on actual monitored broadcasts, said the Red Cross, suggesting that another 20% could be added for broadcasts missed by Red Cross monitors.

In addition to the network broad-

(Continued on page 78)

The First Hundred Days
Public Service Advertising in Action

Report of The Advertising Council's Radio Division

BETWEEN Jan. 1-March 31, 1946:

- 120 national radio advertisers and 43 national spot users supported the Council's allocation plan.
- A total of 410 separate programs carried commercial and sustaining public service messages.
- 18 major public service campaigns received network and national spot support totaling more than 4 billion listener- impressions.
- In addition to advertiser cooperation, the four national networks participated in the allocation plan, contributing their full facilities in support of 12 major campaigns during the three-month period.
- The Red Cross campaign received top support, with 612,960,000 listener-impressions scheduled for March. Second was Economic Stabilization; third, Homes for Veterans; fourth, Savings Bonds.
- Cooperation of individual stations was secured through the NAB, which distributed to stations throughout the country a weekly digest of all public service campaigns carried by advertisers and networks.

ABC Tests Plan for Daylight Savings

Program Schedules Hit By Different City Observances

(See story page 16)

BROADCASTERS are watching with interest the ABC 30-day experiment in rebroacasting transcribed network programs because of time change in some sections of the country (see story this page).

With program schedules generally out of balance, the entire country was affected at 2 a. m. April 28 when New York and a dozen other sections returned to prewar custom of adopting daylight saving time. Jefferson City, Mo., tried fast time for three days, gave up and returned to standard time.

ABC late last week reported that its system of recording and rebroadcasting programs, under waiver of Rule 3.407 as authorized by the FCC, was working. Charles E. Rynd, vice president, said that after a hectic start early in the week, about 90% of ABC's affiliates were receiving most network shows in their accustomed order at the usual local time.

Mutual stuck to a policy of keeping as many live broadcasts on the network as possible, awaiting word from its application before the FCC to waive Rule 3.407. Both ABC and Mutual leased extra lines to carry out their rebroadcasting systems.

NBC and CBS reported that few program changes had been made on the respective networks to overcome conflicts in time. Both networks left rebroadcasting problems up to their affiliates. Stations which found it impossible to carry network programs live because of conflicts with local commitments, recorded the network programs for later broadcast.

Added Time

NBC and CBS added an hour of program service from 1-2 a. m. to provide for those cities which remain on standard time. ABC and MBS closing time was unchanged, but NBC's Boston affiliates are remaining on the air until 2 a. m. instead of the usual 1 a. m.

Chicago was the hardest hit of metropolitan centers by the time change. As New York went on Eastern Daylight Saving Time, Chicago adopted Central Daylight Saving Time, but the three ABC affiliates in that city were caught in the mixup. WENR and WCFL shifted to daylight time while WLS remain on Central Standard Time to serve its large farm audience.

WLS Contention

As a result, WLS has insisted that ABC discontinue service to WCFL where sponsored programs on the two stations conflict. Consequently WCFL has replaced *Breakfast Club*, 8-9 a. m., CST, with *Symphonette at Eight*, and *Ladies Be Seated*, 2:30-3 p. m., CST, with *Tops in Town*.

WCFL will continue to carry many ABC programs, however, despite earlier reports to the contrary. These include Martin Agronsky, 7-7:15 a. m.; Ted Malone, 11:45 a. m.-12 noon; Baukhage, Noon-12:15 p. m.; Constance Bennett, 12:15-12:30 p. m.; *Glamour Manor*, 12:30-1 p. m., Raymond Swing, 6:15-6.30 p. m., all CDST.

When ABC takes over WENR at 4 p. m., CST (5 p. m. CDST), network programs are heard in Chicago at the regular hours. The time mixup leaves ABC, in effect, without a local audience at those hours when it is providing service to the WLS farm listeners. Floyd

(Continued on page 77)

Duplication of 10 to 12 Clears Is Indicated

750-Mile Intervals For Stations Expected

By RUFUS CRATER
and JACK LEVY

FAMILIAR figure to broadcasters at last week's clear channel hearings was former NAB President Neville Miller (second from left), participating as counsel for WHAS Louisville. At extreme left is Paul D. P. Spearman, counsel for Regional Broadcasters Committee, and in center is Harry Becker, counsel for FCC. Others are James B. Sheridan, FCC Economics Division, and Ben Waple, who is administrative assistant in the Law Dept. of the FCC. Comr. Rosel H. Hyde presided over the sessions.

MOST of the participants in the clear channel hearings are all but convinced that the FCC is veering toward duplication of at least a portion of the 24 remaining I-A frequencies as the end of the second phase of the proceedings looms into sight.

Precisely what will be done must await conclusion of the final phase which opens in July, at which time a vast amount of engineering evidence, based on both government and industry studies, will be presented. But conversations in both official and trade circles, spurred by Acting Chairman Denny's statement of what the procedure will be when and if duplication is decreed, centered on these prospects:

Reduce 1-A Clears

1. Reduction of the number of Class I-A clears to perhaps 10 or 12, with duplication at intervals not closer than 750 miles and with power retained at 50,000 w. Variations would occur, depending upon geographical location of stations and conductivity peculiar to the area, position of the frequency in the broacast band, and population to be served.

2. Retention of Class I-A status for possibly half of the channels but perhaps with some relocations specified to provide optimum service to sparsely settled rural and remote areas; redefinition of engineering standards possibly permitting use of power above 50,000 w for stations retaining I-A status.

Allied with these speculations were others: Limitations on the amount of network service to be carried by I-A stations authorized to use power above 50 kw; a mad scramble among broadcasters for assignments on duplicated channels during the 60-day waiting period promised by Chairman Denny; possibility of litigation on the part of opponents of duplication.

FCC sources were officially silent on the possible outcome, pointing out that engineering evidence is yet to come and that the final decision must await consideration of all phases of the protracted proceedings. They emphasized that Chairman Denny's statement of procedure [BROADCASTING, April 29] was based solely on an "if," designed among other things to allay any immediate rush of applications for channels that may or may not be duplicated.

But the fact that he made the statement was considered by many as an indication in itself of the trend of the Commission's thinking. The pressure arising from the tremendous and still growing number of applications for standard broadcast facilities, plus the desire to provide the best possible service to the greatest possible area and the greatest possible number of listeners, was regarded as a factor leaving two main alternatives for an immediate solution: Duplication, and/or higher power.

Duplication More Likely

In some quarters, duplication was seen as a more likely prospect than higher power. It was not thought, however, that the resolution which Sen. Wheeler (D.-Mont.) successfully sponsored in 1935, putting the Senate on record opposing use of power above 50 kw, would be any material deterrent. Attorneys point out that the resolution is merely the opinion of the Senate of that year and has no effect in law.

Relocation, too, was viewed as a possibility that would involve practical difficulties which in many cases might outweigh its advantages.

The effectiveness of litigation against any move to duplicate channels also was questioned. It was pointed out that appeals could be taken but that, on the other hand, the Communications Act confers upon the Commission the power to classify frequencies. Thus, it was explained, litigants would be called upon to show that FCC's action was taken arbitrarily.

Meanwhile, with the third "chapter" in the proceedings near an end after a week devoted to testimony by clear channel stations at the rate of two a day, Andrew G. Haley, counsel for ABC, on Friday petitioned Presiding Commissioner Hyde for subpoenas *duces tecum* to require NBC and CBS to produce maps showing nighttime coverage of their owned clear channel stations and of some of their affiliated clears. The petition was part of Mr. Haley's fight endeavoring to show overlapping of service areas of clear channel outlets and duplication of program services within given areas.

Maps Required

Comr. Hyde ruled that CBS and NBC be required to introduce maps to show secondary areas served by the network stations. The ruling was made over objections from CBS and NBC counsel that the maps were primarily for advertising promotion and should not be admissable as engineering evidence. The data will be entered into testimony before the current sessions conclude.

The petition was for subpoenas for Frank M. Russell, NBC Washington vice president, for submission of and testimony on NBC 1944 survey maps showing nighttime circulation areas of NBC-owned WEAF WTAM WMAQ KOA KPO, and NBC affiliates WHAM WHO WLW WOAI WSB WSM WBAP WBZ KDKA KYW KFI; and Earl H. Gammons, CBS Washington director, for maps and testimony regarding CBS-owned WABC WCCO WTOP WBBM KMOX KNX and affiliates WCAU WHAS WJR WWL KSL.

The petition, it was pointed out, results from events initiated during the testimony of Frank Stanton, CBS president, when Mr. Haley submitted maps of two CBS outlets. At that time Acting Chairman Denny ruled that ABC could offer such maps if they were supplied voluntarily by CBS or the affiliates

(*Continued on page 79*)

ON HAND to testify at FCC clear channel hearings last Wednesday was this group from WLS Chicago. Front row (l to r): Arthur Moore, editor of *Prairie Farmer;* Glenn C. C. Snyder, WLS manager. Back row (l to r): Harold A. Safford, program director; Arthur C. Page, farm program director; William R. Cline, assistant manager.

LEADING off a parade of witnesses for WHAS Louisville at the clear channel hearings last Monday was Mark Ethridge, vice president and general manager of the Courier Journal and Louisville Times Co., licensee of the station.

55
60
65
80
90
100
110
120
140
160

SPEAKING OF LISTENER-LOYALTY—

We recently told you the story of WHO's amazing record in selling War Bonds by mail—sales to more than 25,000 individuals (with many "repeating" on an every-week basis)—sales in 46 States and 4 Territories—sales *without* stunts, movie stars or ballyhoo! That was a story of *clear-channel service.*

Today we'd like to tell you a few fairly typical stories of *listener-loyalty*, as evidenced during this same War Bond sales campaign.

For instance, take the Welfare Enterprising Tigers—a WHO War Bond Club, formed by loyal WHO listeners in Summerville, Georgia (pop., 1358). With some 60 members, this Georgia Club had membership books *printed*, sent in weekly orders to WHO for more than three years, amounting to hundreds and hundreds of War Bonds—*even though Summerville is some 700 air miles distant from Des Moines!*

Or take Littlefield, Texas (pop., 3817). In March, 1943, WHO received a surprise letter from a Littlefield WHO fan, enclosing checks from him and 133 friends, and an order for $14,225 E-Bonds. A few months later a similar order amounting to $20,025 was received—and later, many others!

Or take the WHO War Bond Club in Mound, Minnesota (a suburb of Minneapolis). The Charter and *only* member of this "Club" sent us his check for a $100 War Bond every week for two years—and later we found that these checks had actually represented one-third of his total income!

Those are just three examples of many. It seems to us that little comment is necessary—except to point out that all these wonderful people, and 25,000 others, could *more easily* have bought their Bonds at home. And that WHO can get that same *type* of listener-loyalty for you and *your* products, too! Say when!

WHO

+ *for* Iowa PLUS +

Des Moines . . . 50,000 Watts

B. J. Palmer, *Pres.* J. O. Maland, *Mgr.*

FREE & PETERS, Inc., *National Representatives*

Free Radio Key to Prosperity, Says Elder

CCNY Session Told Parental Critics Dangerous

By BRUCE ROBERTSON

CCNY Conference panel on program standards last week in New York included (l to r): Herschel Deutsch, account executive, Grey Adv. Agency; Arthur Pryor Jr., vice president in charge of radio, BBDO; Dorothy Kemble, director of continuity acceptance, Mutual Broadcasting System; William McGrath, general manager, WHDH Boston; Edward A. Byron, producer, *Mr. District Attorney;* D. E. Moser, assistant director of extension, CCNY School of Business.

RADIO advertising must be kept "free from unwarranted restraints and excessively arbitrary regulation" to carry out its important job "in selling the goods and services that must be sold if we are to have a prosperous America with full employment."

That was the opinion expressed by Robert F. Elder, assistant to the president, Lever Bros. Co., at the Wednesday dinner session of the annual Conference on Radio & Business held by the College of the City of New York. A. D. Willard Jr., NAB executive vice president, was toastmaster.

Conference, including Tuesday afternoon and evening sessions and Wednesday morning, luncheon, afternoon and dinner meetings, was held at the Hotel MçAlpin, New York, with Dr. Robert A. Love, director of extension, CCNY School of Business, as director. A combined registration of approximately 350 was reported for all sessions except that on veterans' opportunities in radio, which attracted more than 500 persons.

Five plaques and 18 certificates, along with six honorable mentions, were awarded for outstanding accomplishments in radio programming and promotion in 1945. The plaques were given certificate holders deemed deserving of special recognition. Awards were presented by CCNY President Harry N. Wright at the Wednesday dinner.

Parental Attitude

Citing the "parental attitude" of some critics who would like to dictate what the public should hear and of others who would circumscribe advertising on the air, Mr. Elder said "the real answer lies in intelligent self-regulation by advertisers and broadcasters, who have a great deal at stake in maintaining the approbation of the listening public.

"Let's keep radio and radio advertising free to serve the public as the public wants to be served. Let those of us who are broadcasters or advertisers not rest on our laurels, but retain a sober sense of our continuing responsibility. But let us be both vigilant and sturdy in our resistance to those who would impose on radio their own pet ideas, when those ideas are not shared by a majority of the American people.

"If we can keep radio free—if we can retain the favor of the American public—then there is no doubt that radio can do its full share in helping to build a permanently prosperous America."

Edgar Kobak, MBS president, discarded his assigned topic of "Are the People in Radio Meeting Their Challenge?" for an informal discourse on stuffed shirts, which he asserted are back in style again now that the war is over. Pointing out that reconversion is a matter of people as well as of plants and machines, he urged his audience to examine themselves and their relationships to their jobs, their organizations, their industry. "Review yourself and be honest about it," he ordered. "That is the only way to meet the challenge to radio."

The charge that some receiver manufacturers are holding back production of FM sets so that "they can sell an AM set this year and an FM set next year" was made by Leonard Asch, owner of WBCA Schenectady, an FM station with no AM affiliate, during the Tuesday session on the impact of new stations, particularly FM, on radio and advertising.

Session opened with a statement from the panel chairman, Herman S. Hettinger, director of editorial extension, Crowell-Collier Publishing Co. (see page 23).

John V. L. Hogan, president of WQXR New York and its sister FM station WQXQ, and research engineer, predicted that when FM sets are in use in large number today's local and regional stations will be replaced by FM stations, leaving the channels presently assigned to those services open for reassignment to clear channel AM stations to provide rural service outside the FM range. He said 50 kw would be enough power for these AM stations, which could be separated by 20 kc.

Linnea Nelson, chief timebuyer of J. Walter Thompson Co., said that with advent of FM, advertisers and agencies will buy stations on a basis of programming, rather than facilities, as the station doing the best programming job will have the largest audience and thus be the best buy.

Spots for Locals

Stuart Peabody, director of advertising, Borden Co., added that with FM the advertiser's search for the most effective medium might cause an about face in the present situation, with advertisers favoring local rather than network programs.

Mr. Asch said that while fine commercial shows are built for network broadcasting, the local station winds up with a bunch of spots.

When Miss Nelson said it would take a good many years for FM to develop, Mr. Asch declared that outside of New York people will buy FM sets as soon as they can to escape the fading, interference, static and poor reception they have today. He predicted that within six months 25% will listen to FM, 75% to AM; in a year it will be 50-50; in two years 75% FM to 25% AM "and after that you can kiss AM goodbye."

Dual-Broadcasting

Questioned about dual-broadcasting of network programs on both AM and FM stations of affiliates, Miss Nelson said advertisers will not pay extra for the FM broadcasts as they are not really increasing the audience, but merely shifting it in part. Mr. Peabody disagreed, stating that the advertiser might be willing to stand some of the cost of the transfer from AM to FM if he believed it in his long-range interest.

Frank Mansfield, director of sales research, Sylvania Electric Products, cited surveys of his company that show two-thirds of the public intending to buy FM as soon as they can get it and willing to pay

(*Continued on page 88*)

Wigglesworth Says FCC Used Monitors To Check Commercial Announcements

THE FCC has monitored domestic programs to collect data as to the "character, duration and frequency of commercial announcements," Acting Chairman Charles R. Denny Jr. advised Rep. Richard B. Wigglesworth (R-Mass.), it was learned last week.

Rep. Wigglesworth wrote the Commission demanding to know how much, if any, monitoring of domestic programs was being done and, if so, for what purpose. The Massachusetts Congressman, former member of the House Select Committee to Investigate the FCC, said he had been advised that the Commission was monitoring commercial stations.

Mr. Denny wrote Rep. Wigglesworth that the FCC does monitor commercial stations to ascertain whether rules and regulations are being followed, and for such things as lotteries, obscenity and profane language. The Commission also monitors to determine whether stations remain within their assigned frequency bands, but any program monitoring is "purely incidental" to its enforcement work, he said.

Mr. Denny admitted, however, that on July 6, 1945, the FCC assigned 10 employes to monitor "all programs on six stations in Washington, D. C." A total of 278 programs were recorded, he said.

"The purpose of the recording was to collect data for the Commission relative to the character, duration and frequency of commercial announcements," wrote the acting FCC chairman. He said the Washington recordings were the only "program jobs" assigned since the beginning of the 1945 fiscal year, July 1, 1945.

Rep. Wigglesworth said he had been advised that the Commission, under the Supreme Court decision in the network regulations case (May 10, 1943), feels it has authority to determine the "composition of traffic."

"The Communications Act specifically prohibits censorship of programs," said Rep. Wigglesworth. "The Supreme Court held, however, that the Commission has jurisdiction over the composition of traffic and I suppose the Commission takes the position that in telling a station it must carry a certain percentage of commercial and a certain percentage of sustaining programs, it is functioning within its jurisdiction in the meaning of the Supreme Court's decision. I don't agree that the Congress ever intended to give the Federal Communications Commission such powers."

Rep. Wigglesworth said broadcasters will face more and more Government control until Congress reappraises the Communications Act in light of the Supreme Court decision and enacts definitive legislation.

Wanna buy a horse?

Some of the shrewdest buying in the world, it is said, is done at horse sales.

. You've heard, no doubt, about the "teeth test." But in putting this ad together we learned about a new one. The "wind test." The vet sticks his nose up to the horse's nose and listens to the horse breathe.

It takes a lot to fool some of the horse auctioneers.

And sometimes some radio stations must wish that radio time buyers would put tougher tests to all stations on their radio lists.

Down here in Baltimore we love it when they do. Every time they get tough they come up with the fact that W-I-T-H, the successful independent, delivers more listeners-per-dollar-spent than any other station in town.

W·I·T·H

and the FM Station W3XMB
BALTIMORE, MD.

Tom Tinsley, *President* • *Represented Nationally by* Headley-Reed

for the FIFTH
consecutive year

OLD GOLD cigarettes
again select WHN
and RED BARBER
with CONNIE DESMOND
to broadcast all games of
the BROOKLYN DODGERS
play-by-play, all the way,
night or day.

new york area dials are always tuned to 1050 for the BEST IN SPORTS

represented by rambeau • 50,000 watts

WHN
NEW YORK

FM's Place in Future Broadcast Realm

5,000 Stations Foreseen in Decade, With AM for Rural Coverage

By DR. HERMAN S. HETTINGER

Director of Editorial Extension
Crowell-Collier Publishing Co.

BROADCAST advertising is now in its 24th year. It may be well, therefore, to review briefly its progress since March 1923 and to see if any principles can be deduced that may be helpful in appraising radio's future in the FM era.

In 1923 there were approximately 1,000,000 homes equipped with radios. Today there are 34,000,000 radio families, representing more than 90% of the nation's homes. The number of American radio homes, therefore, is fast approaching saturation.

We can deduce a most important principle from this fact. Any substantial increase in the radio audience can be effected only by inducing more people to use their sets more hours of the day and week.

DR. HETTINGER has spent 16 years studying broadcasting economics as NAB research director, professor of marketing at Wharton School of Finance & Commerce, U. of Pennsylvania; consultant to FCC in drawing up FM rules and regulations; consultant at OWI for Government's economic stabilization program; consultant in advertising, marketing and research. In 1944 he joined Crowell-Collier Publishing Co. This article is based on excerpts from a talk, "FM's Impact on Broadcasting Economics," delivered at the Radio & Business Conference held April 30-May 1 by the School of Business, City College of New York.

This, in turn, can be accomplished only by imaginative, aggressive programming designed to appeal not only to the great mass of average listeners but also to those groups who today are less prone to rely on radio for any substantial amount of entertainment and information.

In March 1923, there were 556 radio stations, none of which had power as high as 5,000 w. Today there are 1,004 stations, the great majority of which have come into being since 1936. The increase has been particularly great in smaller communities and in hitherto undeveloped areas such as the South Atlantic and South Central States. Obviously the technical facilities of current stations are infinitely better than in 1923.

National networks, as we know them today, came into being in the winter of 1926-27. Today there are four major nationwide networks. Whereas 69 stations were affiliated with national networks in 1928 and 194 in 1935, the number now has reached 799. Particularly in recent years, national networks increasingly have performed the function of program syndication for small communities as well as large.

Today there is a comparatively well-integrated broadcasting structure composed of national networks, regional networks, various classes of stations—clear channel, regional and local—station representatives, advertising agencies and other functionaries, all of whom combine their skills in the operation of radio entertainment and information and as a medium for advertising.

Didn't Want High Frequencies

There is one very interesting thing about the development of our present radio structure. It did not grow out of any overall long-range plan or blue-print. Indeed, there were times in the early days when stations had to be bribed with greatly increased power to accept assignments in the then-unexplored frequencies above 1000 kc.

The present broadcasting structure grew mainly out of the operation of a free market with Government taking a merely stabilizing role. This is well illustrated by the evolution of our present station structure. Clear channel stations tended to concentrate in major markets, regional stations in metropolitan districts of 100,000 population and over, and local stations in smaller communities. These respective concentrations were due partly to the over-crowded spectrum, but mainly to the relative chances of business success that each class of community afforded each kind of station.

Interestingly, a rough kind of specialization of service grew out of this semi-automatic diffusion of classes of stations. Clear-channel stations came to provide service either to widespread rural areas or to the trading areas of our great cities. They took on a complexion similar to our great metropolitan dailies with sectional distribution. Unlimited-time regional stations served the majority of our American cities and were the rough counterpart of the average daily paper.

Unlimited-time local stations geared their program service particularly closely to local desires of smaller communities in an attempt to meet outside station competition. Daytime regional stations developed especially strong rural program service. Local stations in large cities provided specialized service to racial and other special-interest groups.

Again let me repeat: None of this occurred by design. It could not have been foreseen. It evolved. From that evolution, I am convinced, there came a better structure than anyone could have laid out in 1923 or 1928.

Dr. Hettinger

From this example, I believe we can deduce a second important principle: The need of allowing a great deal of flexibility and a great deal of room for trial-and-error in the development of any new service, such as FM, facsimile or television.

In 1927, radio advertising totaled about $5,000,000 of which nearly $4,000,000 was national network volume. By 1931, it had reached about $70,000,000, and in 1935 it totaled about $80,000,000. Total net time sales of networks and stations in 1945 were over $310,000,000 . . . nearly four times the 1935 volume.

Uneven Growth

The net time sales of all portions of the radio medium did not grow proportionately. Since 1935, national network volume increased about 3¼ times; national and regional non-network business nearly 6-fold; and local radio advertising

(*Continued on page 61*)

FM Revolution Coming, Say Backers

Armstrong and Jansky Speak Before N. Y. Reception

NEW YORK radio and advertising executives last week were advised by two believers in FM that they had better prepare themselves fo a revolution in radio broadcasting.

Prof. Edwin H. Armstrong, inventor of FM, and C. M. Jansky, of Jansky and Bailey, Washington, D. C. radio engineers, gave an elementary lesson in the mechanics of FM and toasted a lusty future for the medium. They spoke at a reception at New York's Ritz-Carlton Hotel, sponsored by Thomas Tinsley and Robert Embry, of WITH Baltimore. Approximately 200 radio and advertising representatives attended.

Both agreed that FM's happy future was assured. Said Mr. Armstrong . . . "No one can readily foresee its possibilities." Said Mr. Jansky . . . "It (FM) will revolutionize broadcasting."

But FM's lifeblood, said Prof. Armstrong, depends "on getting sets into the hands of the public." Like many other infant industries, FM became a commercial foundling when the nation went to war. Had there been no war, said Prof. Armstrong, "half the listening audience would have been equipped" with FM by now. After its nurses no longer were preoccupied by war projects, FM suffered a further delay in its growth when the FCC decided to shift its wavelengths, said Prof. Armstrong. "That set us back another year," he said.

But although FM, the commercial medium, is hardly out of the diaper stage, FM, as a weapon of wartime, was a sudden giant. Prof. Armstrong reminded his audience that FM communications were standard equipment for "all amphibious operations" after Tarawa and were used widely in radio links which tailed onrushing U. S. land forces in Europe. Without FM radio links, he said, General George S. Patton's Third Army might well have outrun communications in its drive across France.

Like many new scientific developments, he declared, FM has been hindered from rapidly becoming a major economic factor by four influences: "Vested interests, habits, custom, legislation."

Its inhibitions, however, will soon be overcome once the public has a chance to compare it with AM broadcasting, he predicted.

Without specifying the present state of scientific experimentation in the field, Prof. Armstrong said that it "won't be long" before "we have radio links up to 1,000 miles" to connect FM networks with "better quality than present landlines."

Mr. Jansky, who presented an elementary but comprehensive lesson in the peculiar technical advantages of FM over AM, said that radio now was "in a bottleneck which will be broken only by an increase in facilities."

"In the present system," he said, "the number of outlets is severely limited. Competition now is not between programs, but between facilities."

When facilities multiply, he said, the new competition will produce better programs. And better programs will attract more listeners.

To the radio and advertising executives he offered a hope for greater sales effectiveness in an enlarged system of broadcasting. "I don't think the audience has reached a maximum," he said.

CPA Exemption to Radio Is Doubtful

Cases of Broadcasters Under Local Board Jurisdiction

BLANKET exemption of broadcast construction projects from the $1,000 limitation imposed by the Civilian Production Administration under its Order No. 1 is none too hopeful, judging by inquiries among CPA officials who have been considering appeals submitted on behalf of the industry by NAB and Radio Manufacturers Assn.

Reasonable chance for relief from the building ban is possible on the local level, however. CPA is completing its organization of 71 district offices, each of which will have a local advisory committee of seven members. These offices will receive applications for exemption of projects from the $1,000 top placed on commercial projects, in which broadcasting is classified.

Broadcasting is the only industry for which blanket exemption has been asked, according to CPA officials. Similar requests have been received, however, for a number of service units such as oil burner installers and other segments of a particular industry.

Obvious fear is noted at CPA that if one entire industry were granted exemption, along would come a flood of applications and the whole effort to divert scarce materials into veterans' housing and critically needed projects would be seriously threatened.

Receipt of the NAB petition [BROADCASTING, April 22], submitted by Robert T. Bartley, director, NAB Dept. of Government Relations, was acknowledged last week by Hugh Porter, Deputy Director, CPA Bureau of Construction.

It was learned at CPA that the NAB petition had been discussed informally but no definite action had been taken. Decision within a few days was believed likely, now that CPA is working its way out of organizational details.

Strictly Commercial

Among some CPA officials the view is expressed that broadcasting is strictly a commercial enterprise, though its public service aspects are recognized, and therefore belongs in the "commercial" category under the building order. This category carries a $1,000 exemption for building projects, which means that a building can be erected or a repair job undertaken if the cost is less than $1,000. If the figure is higher, then stations must apply on form CPA-4423 to the local CPA district office.

At each of the 71 district offices of CPA a citizens' advisory committee rules on local projects. These committees are getting into operation and in some districts have approved large numbers of projects deemed essential. Their verdict in each case is subject to veto by the CPA district manager.

In a supplement to the original building order CPA last week explained that machinery and equipment, other than mechanical equipment, may be installed regardless of the order as long as no alteration to the building is required, such as foundations or partitions. Among types of machinery whose cost is not involved in the $1,000 limitation for projects are radio towers and other transmitting and receiving equipment, and theatre seats.

Equipment Excluded

Equipment outside of and not attached to a building is not affected by CPA restrictions. Examples cited include radio towers and signaling equipment. Cost of used fixtures or used mechanical equipment need not be included in cost of a job.

Among fixtures which must be included in cost of both new structures and alteration jobs, are air conditioning equipment (except when used for humidity or temperature control in industrial processing, or individual units with no duct systems); heating equipment; lighting equipment; electric and other signs; plumbing equipment.

WLOL Minneapolis-St. Paul has been granted local CPA permission to complete its transmitter house, with three towers, to be used when the station increases to 5 kw under recent FCC grant. Foundations have been completed and the new transmitter should be operating in June, it is reported.

Since CPA's whole building restriction scheme is designed to ease the housing situation, it is applying this criterion in reaching decisions: "What is the impact on

(*Continued on page 57*)

Tape Buster

CAUGHT by red tape at the CPA Cleveland office, Paul W. Reed, manager of Radio Division, Review Publishing Co., a war veteran, headed for Washington to get a CPA permit for his Alliance, O., FM station. At CPA headquarters he was assured local bureaucracy would be overcome. Sure enough, when he got back to Alliance the permit was waiting. He will remodel a house and garage for combination office, studio, apartment and transmitter house project.

SALUTING
KVSF
SANTA FE, NEW MEXICO
COLORADO
KANSAS
MISSOURI
ARKANSAS
TENN.
OKLAHOMA
NEW MEXICO
MISS
LOUISIANA
TEXAS
T·H·S

A metropolitan station, reaching a population with a buying power of $35,000,000 — KVSF is located in New Mexico's second most prosperous city — Santa Fe! Constant development of local programming and a full CBS schedule get results in this progressive market!

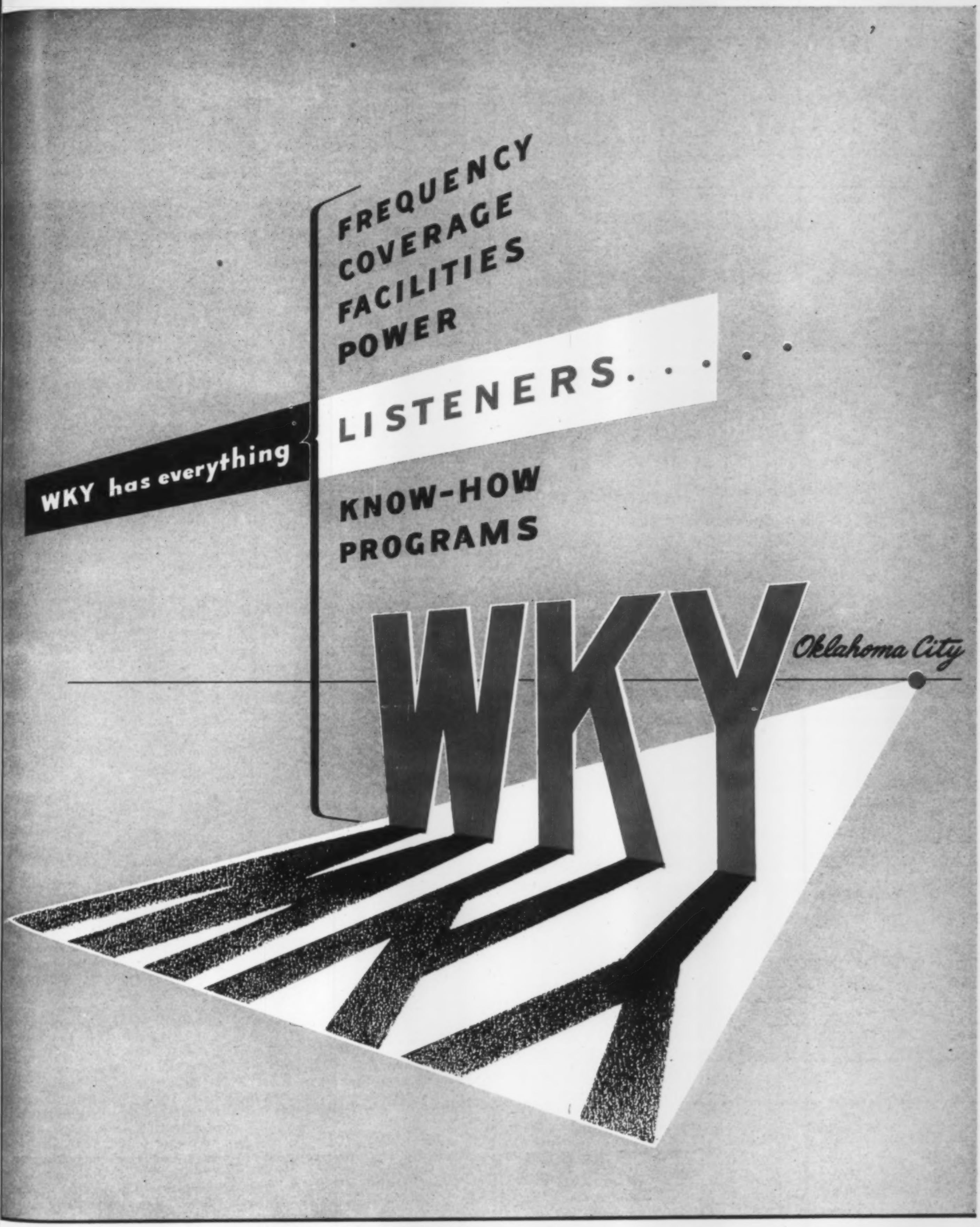
Mr. Time Buyer — T. H. S. is convinced that KVSF warrants your interest!

TAYLOR-HOWE-SNOWDEN Radio Sales

SALES OFFICES
NEW YORK • CHICAGO • DALLAS • HOLLYWOOD
SAN FRANCISCO • PORTLAND
GENERAL OFFICES
AMARILLO

TAYLOR-HOWE-SNOWDEN
RADIOLAND

THE GREAT MIDDLE
WEST AND SOUTHWEST


WKY has everything
FREQUENCY
COVERAGE
FACILITIES
POWER
LISTENERS. . . . .
KNOW-HOW
PROGRAMS
WKY
Oklahoma City

930 KILOCYCLES — NBC AFFILIATE — OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING COMPANY: THE DAILY OKLAHOMAN — OKLAHOMA CITY TIMES
THE FARMER-STOCKMAN — KVOR, COLORADO SPRINGS — KLZ, DENVER (Affiliated Management) — REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

The Rich Bluegrass
Is . . . .
KENTUCKY'S 2nd Market

WLAP
- - Lexington

. . . gives you NEEDED COVERAGE in the rich Bluegrass market, one of the nation's top agricultural areas.

•

The 235,638 people living in the primary coverage area of this station like—and listen to—the variety of good ABC and locally produced programs.

•

For Hooper statistics, market data and other information—write Miller Welch, Manager.

Represented Nationally by
THE JOHN E. PEARSON CO.

The Nunn Stations

WLAP,	Lexington, Ky.	WCMI,	Ashland, Ky. Huntington, W. Va.
WBIR,	Knoxville, Tenn.	KFDA,	Amarillo, Tex.

Owned and Operated by Gilmore N. Nunn & J. Lindsay Nunn

SPOT SALES' new hit-tune record, the "BMI Pin-Up Platter," may be less shapely than the cuties in the pictures for which the name was coined, but these radio men admire it all the same. The Pin-Up Platter was given a premiere airing on WHOM New York by emcee Jack O'Reilly (left). Others, left to right, are Enoch Light, orchestra leader whose music was on the disc; Loren Watson, Spot Sales executive who thought of the record; Craig Lawrence, manager of WHOM, and Charles Baltin, WHOM program director. Disc contains eight top BMI tunes, will be a monthly service to stations.

Louis-Conn Bout Video Rights Signed by Gillette for NBC

NBC television and the Gillette Safety Razor Co. last week virtually cornered the video market in big-time boxing bouts—including the June 19 world's championship fight between Joe Louis and Billy Conn.

Previously, J. P. Spang, Jr., president of Gillette, had announced company would sponsor the bout on the entire ABC standard network in the United States plus the Dominion Network of CBC with supplementary stations bringing total outlets to more than 250 stations. [BROADCASTING, April 22]. In addition, fight will be shortwaved. Account is handled by Maxon, Inc., New York.

Announcement that NBC and Gillette had signed a contract with the Twentieth Century Sporting Club, Inc., whose president, Mike Jacobs, is America's biggest boxing promoter, for exclusive television rights to the championship fight and all others promoted by Mr. Jacobs for a year was made at a press conference at NBC headquarters.

John Royal, NBC vice president in charge of television, said that the contract signed by NBC, Gillette and the Twentieth Century Sporting Club, Inc., included television rights to all fights promoted by the club at Madison Square Garden and outdoor parks in the New York area for one year, beginning June 1.

Television of the Louis-Conn fight will be carried over NBC's New York telestation, WNBT, and WPTZ, Philadelphia. A closed circuit, via coaxial cable, will carry the television to a limited number of receivers in Washington, D. C.

Five Cameras

O. B. Hanson, NBC vice president and chief engineer, said that five cameras, the most ever employed in a television broadcast, would cover the championship fight. Three of them will be of the image orthicon, super-sensitive type. Only one of these cameras is in existence now, but construction of the other two will be completed within two weeks, Mr. Hanson reported. The other two cameras at the fight will be standard orthicons and will be used for pickup proposes.

Mr. Hanson said that two of the cameras will be mounted on a platform not far from the ring, one will be at ringside, and the other two in an NBC television box on the mezzanine floor of the stadium between first base and home plate.

Pictures thus will be made from several angles and distances from the ring, said Mr. Hanson.

All five cameras will be connected by cable to a central control booth at the stadium. The signals will then pass by wire to an ultra-high-frequency radio relay link from which they will be transmitted to a receiving antenna on the RCA Building, Radio City. The signals will then be fed through NBC television master control board, over coaxial cable to WNBT's Empire State Building transmitter and antenna and by coaxial cable to Philadelphia and Washington.

Price Undisclosed

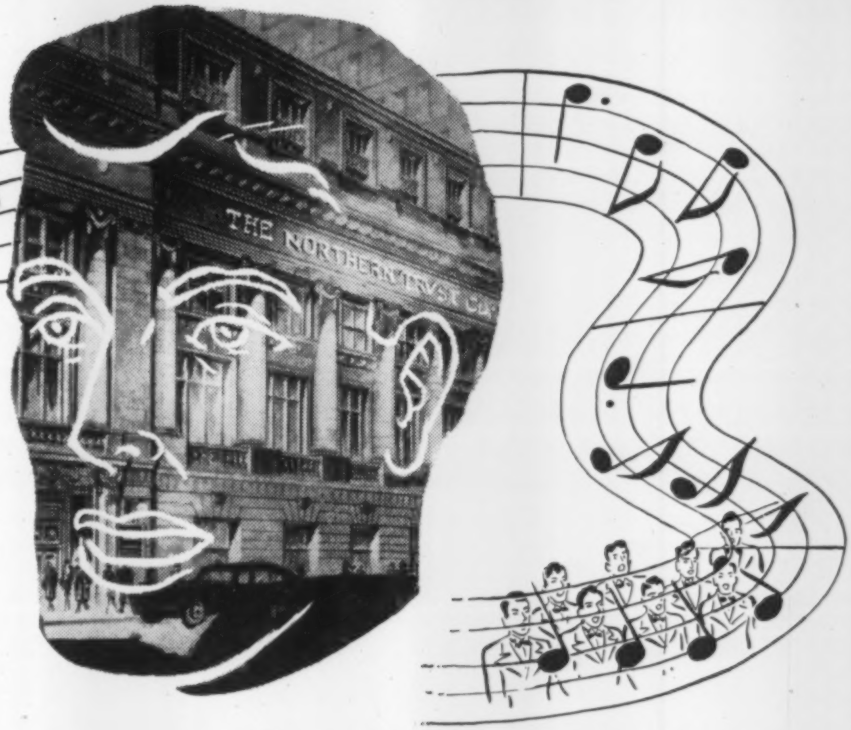
The price which Gillette and NBC paid for the exclusive television rights to the championship fight was not announced. But although he declined to give a figure on it, Mr. Royal remarked: "Things come high this year."

Mr. Jacobs, a television enthusiast, said he was convinced that "television will be a great boon to the fight business."

Mr. Royal, no less enthusiastic, predicted that "television coverage of the Louis-Conn fight will be the springboard for the greatest boom television has ever seen."

He said NBC's television coverage of the championship fight would be "by far" the most comprehensive coverage of a sports event in television history.

"And, I might add," he said, "this will be in black and white . . . and quite a few more will be in black and white too."



Trustworthy . . .

For over 56 years the Northern Trust Company of Chicago has typified the conservative and dignified service that merits trust and confidence in the banking business.

And for the last ten years the bank has sponsored its radio program "The Northerners" over WGN.

This distinctive program provides a half-hour of soothing melody each Wednesday evening at 9:30. An octet, guest soloists and an orchestra combine to provide entertainment to WGN listeners.

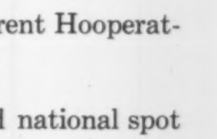
The continuing success of "The Northerners," and its current Hooperating, constitute ample evidence of an appreciative audience.

WGN still leads the way . . . still carries more local and national spot business than any other major Chicago station. Today, more than ever, the correct answer to coverage of Chicago and the midwest market is WGN.

A Clear Channel Station . . . . . .
Serving the Middle West

WGN

CHICAGO 11
ILLINOIS
50,000 Watts
72
On Your Dial



MUTUAL BROADCASTING SYSTEM

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast: Edward S. Townsend Co., Russ Building, San Francisco, Calif

BMI Pin Up SHEET

Hit Tunes for May

A STORY BOOK ROMANCE (Block)
STANDARD—Hal McIntyre
PIN UP—Enoch Light
ASSOCIATED—Galli Sisters
THESAURUS—Novatime Trio
" George Wright
LANG-WORTH—Chuck Foster
MacGREGOR—Music A La Carter

ALL THE CATS JOIN IN (Regent)
THESAURUS—Jumpin'Jacks
LANG-WORTH—Frankie Carle

ATLANTA, G. A. (Stevens)
THESAURUS—Jumpin' Jacks
LANG-WORTH—Chuck Foster
MacGREGOR—Music A La Carter
STANDARD—Leighton Noble
ASSOCIATED—Galli Sisters

BLUE CHAMPAGNE (Encore)
ASSOCIATED—Richard Himber
STANDARD—Freddy Martin
THESAURUS—Vincent Lopez
" George Wright

I DON'T KNOW ENOUGH ABOUT YOU (Campbell-Porgie)
LANG-WORTH—The Four Knights
PIN UP—Enoch Light
WORLD—Charlie Spivak
THESAURUS—Novatime Trio
" Music of Manhattan
STANDARD—Leighton Noble

LAUGHING ON THE OUTSIDE (B M I)
STANDARD—The Californians
" Pat Kay, Les Paul Trio
MacGREGOR—Don Swan
" Jimmy Greer
LANG-WORTH—Tommy Tucker
WORLD—Les Brown
THESAURUS—Vincent Lopez
ASSOCIATED—Richard Himber
PIN UP—Enoch Light

MOON OVER BROOKLYN (London)
WORLD—Guy Lombardo
PIN UP—Enoch Light

SO IT GOES (Marks)
MacGREGOR—Red Nichols
LANGWORTH—D'Artego
PIN UP—Enoch Light

(Ah, Yes) THERE'S GOOD BLUES TONIGHT (Embassy)
THESAURUS—Jumpin' Jacks
MacGREGOR—Music A La Carter
" Lou Bush Orch.
PIN UP—Enoch Light
WORLD—Les Brown

WHAT A DEAL (Vanguard)
STANDARD—The Californians
" Les Paul
THESAURUS—Novatime Trio
MacGREGOR—Don Swan
LANG-WORTH—Frankie Carle

WITHOUT YOU (TRES PALABRAS) (Peer)
THESAURUS—Music of Manhattan
PIN UP—Enoch Light
MacGREGOR—Aaron Gonzales
LANG-WORTH—D'Artega
ASSOCIATED—Victoria Cordova
STANDARD—Carlos Molina

B M I HIT TUNES
ARE AVAILABLE, TOO,
ON MAJOR PHONOGRAPH RECORDS

BMI
BROADCAST MUSIC, INC.
580 FIFTH AVENUE, NEW YORK 19, N. Y.
New York • Chicago • Hollywood

Hughes Is Head of Expanded Universal Radio Sales; Opening New York Office

EXPANSION of Universal Radio Sales, subsidiary operation of Universal Broadcasting Co., into the national station representation field was announced last Wednesday by Wesley I. Dumm, president, coincident with the appointment of George E. Hughes, former advertising agency and government shortwave official as vice president of the parent company. Mr. Hughes, who becomes head of Universal Radio Sales, has opened New York offices at 36 West 44th Street. Chicago, Detroit and Boston offices will be established, to supplement those already in Hollywood, San Francisco and Seattle.

Mr. Hughes

URS will represent KSFO San Francisco, KXLA Los Angeles and KXA Seattle, all Dumm stations, in the national spot field, as well as Universal Network, employing these stations as a group for West Coast coverage. Other stations will be added later.

In addition to sales representation URS also will represent Universal Radio Productions, another subsidiary with studios and production facilities in Hollywood engaged in producing transcribed serials and features. Universal Research Laboratories, radio engineering consultants, and Universal Recorders, makers of transcriptions and recordings in San Francisco and Hollywood, also will be served through the new offices.

In announcing Mr. Hughes' appointment and the enlargement of URS, Mr. Dumm said:

"We feel this is a distinct step forward in the Universal family. The growth of Universal facilities and the expansion of our activities combine to make it advisable to open our own offices to represent the multiple units of the organization."

Mr. Hughes recently resigned from the government's international shortwave operations under State Department auspices to accept the Universal vice presidency. A veteran in radio, he is a part owner of WOLF Syracuse and has had extensive contacts in the agency and national sales fields. He operated the Hughes Agency during 1942 in New York before entering government service.

During the war he was with the overseas branch of OWI and took an active part in the development and operation of international shortwave facilities. Since cessation of hostilities he was manager of radio station relations for the International Radio Division of the State Department.

A native of Boston, Mr. Hughes was with the New England Telephone and Telegraph Co. after graduating from Boston College and in prenetwork days was identified with developments of landlines for network operations. He joined Shell Oil's advertising department in 1929 and as radio director handled national network and spot scheduling and production. In addition to radio, his Shell activities included also supervision of national newspaper and magazine campaigns, sales promotion and merchandising.

GILCHREST - SPRIGGS STARTED IN BOSTON

PUBLIC RELATIONS, promotion and industrial services firm, Gilchrest-Spriggs Co., opened in Boston on Wednesday, with offices at 100 Boylston Street. Partners in company are Charles J. Gilchrest and Marjorie L. Spriggs (Mrs. Gilchrest). Affiliated with them is Hugh R. MacLennan, former advertising manager of Filene's and the Jordan Marsh Co., both in Boston.

Mr. Gilchrest

Mr. Gilchrest, released from the Navy as lieutenant commander, served two years in amphibious operations in the Pacific before going to Washington to set up and manage Navy headquarters for Armed Forces Radio Service. Prior to entering the Navy, he was chief of the Radio Section for the Treasury's War Finance Division. Before the war he was general manager of the Earle Ferris Public Relations office in New York, director of news and special events for WBZ-WBZA Boston-Springfield, and for 13 years prior to that a reporter and editor with the *Chicago Daily News*.

Miss Spriggs became the chief of the War Bond office in Washington when Mr. Gilchrest entered the Navy in 1942. Prior to that time she did publicity with stations and theatres in Boston. She was also director of the Massachusetts War Finance Committee's promotion and publicity department.

Ahrens Firm

TOM AHRENS, WTOP-CBS Washington producer-director, has resigned from the station to start his own radio production firm with John Wildberg, Broadway producer of "Anna Lucasta," "Porgy and Bess" and "One Touch of Venus." Mr. Ahrens has been in radio since 1932 when he made his debut as a boy actor in Buffalo. His top net show with CBS was *Vox Pop* which he produced during the summer of 1945. Firm has offices in the Hotel Edison, New York, pending availability of more permanent office space.

Only with Westinghouse can you gain the full benefit of this mark of greater dependability

more supervisory controls than any other type of transmitter . . .

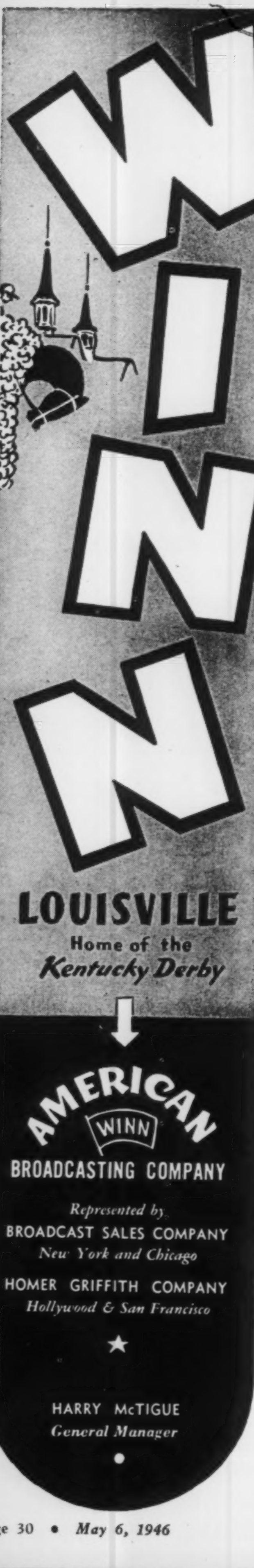
Your job is easier because Westinghouse AM transmitter controls include everything from one master switch to a complete indicator lamp system. And the soundness of Westinghouse design is backed by more experience in actual station operation than any other manufacturer. Write today for the full story. Westinghouse Electric Corporation, P. O. Box 868, Pittsburgh 30, Pennsylvania. J-08149

Westinghouse

PLANTS IN 25 CITIES . . . OFFICES EVERYWHERE

Electronics at Work

WESTINGHOUSE



LOUISVILLE
Home of the
Kentucky Derby

AMERICAN
WINN
BROADCASTING COMPANY

Represented by
BROADCAST SALES COMPANY
New York and Chicago
HOMER GRIFFITH COMPANY
Hollywood & San Francisco

★

HARRY McTIGUE
General Manager

Eight Radio Bills Pending at Capitol

Consideration Unlikely Before Recess July 10

WITH CONGRESS pushing for adjournment *sine die* by July 10, there appears little chance that the eight bills pending to amend the Communications Act of 1934 will be considered this session, a check on Capitol Hill last week revealed.

Foremost of the proposed measures affecting radio is the Holmes bill (HR-1109), introduced Jan. 6, 1945, by Rep. Pehr G. Holmes (R-Mass.). A duplicate of the old Sanders bill, on which the House Interstate & Foreign Commerce Committee held hearings four years ago, HR-1109 was intended to completely revise the Communications Act and reorganize the FCC.

Early in the 79th session Chairman Clarence F. Lea (D-Cal.) of the Interstate & Foreign Commerce Committee, announced he would give remedial legislation serious consideration. A subcommittee on communications was appointed, but no hearings were held.

On the Senate side, Chairman Burton K. Wheeler (D-Mont.) of the Interstate Commerce Committee, said late in the First Session of the 79th Congress that he planned to introduce radio legislation early in the Second Session. With the war ending, however, and reconversion legislation taking the spotlight in both Houses of Congress, nothing happened to proposed radio legislation. Sen. Wheeler and Sen. Wallace H. White Jr. (R-Me.), Minority Leader, co-authored the White-Wheeler Bill, on which six weeks of hearings were conducted in the 78th Congress.

Alcoholic Advertisement

Among the eight bills still pending in committees of Congress are three to prohibit the advertising of alcoholic beverages on the air. These are S-599, introduced Feb. 22, 1945, by Sen. Arthur Capper (R-Kan.); S-623, introduced Feb. 26, 1945, by Sen. Edwin C. Johnson (D-Col.), and HR-5238, introduced Jan. 25, 1946, by Rep. John E. Rankin (D-Miss.).

Aside from the Capper and Johnson bills, no other radio legislation is pending in the Senate.

On the House side, however, three bills to restrict radio and tighten Government controls are pending. They are HR-3716, introduced July 6, 1945, by Rep. Richard B. Wigglesworth (R-Mass.); HR-4314, introduced Oct. 9 by Rep. Emanuel Celler (D-N. Y.), and HR-4775, introduced last November by Rep. John S. Wood (D-Ga.), chairman of the House Committee on Un-American Activities.

The Wigglesworth bill, designed to protect freedom of speech on the air, would make it unlawful for a licensee to deny any citizen access to its facilities, and would prohibit discrimination against "any citizen of the United States" because of his views, opinions or comments.

Mr. Celler's bill is in line with the FCC's open-bid policy. It would require a licensee to advertise his station before selling, require the FCC to fix percentages of time for the broadcast of "public interest" sustaining programs, would authorize the Commission to prescribe a uniform system of accounts to be used by all stations and would give the Commission jurisdiction over sale prices of stations.

News Commentators

Mr. Wood's bill would control commentators, cause licensees to register each with the FCC, and require licensees to maintain legal agents in every state in which their respective stations are heard. It would provide that each commentator be identified on every broadcast and, if he were using an assumed name, his real name be announced and his political or other affiliations be made known.

Last radio bill was introduced April 17 by Rep. William Lemke (R-N. D.) requiring the FCC to allocate FM in the 50-mc band.

Although proponents of the various measures have pressed for hearings before the House Interstate & Foreign Commerce Committee, Chairman Lea has expressed the view that piecemeal revision of the Communications Act would not be satisfactory. He has advocated a complete revision in light of the Supreme Court decision of May 10, 1943, in the network regulations case and in view of FCC policy tending toward stricter control of programs.

Only one piece of radio legislation passed the 79th Congress—the so-called Petrillo bill (S-63), of which Rep. Lea was the author. It is now law.

European Radio Authority Clarifies Report on Continental Broadcasting

EDITOR, BROADCASTING:

You quoted in BROADCASTING April 15 (page 41) some information on European stations given in a new booklet distributed recently by Fremantle Overseas Radio.* As indicated in the introduction, this report is partly based on my study "Radio Today" published by the Geneva Research Centre. But the author forgets to mention that it was issued in 1942. . . . Things have somewhat changed in the meantime, and you would perhaps be interested to add some corrections and additional information.

FRANCE: In March 1946, there were 35 medium wave stations, 25 broadcasting the "National Program"; a group of shortwave transmitters broadcast the programs to French colonies and foreign countries.

ITALY: An official report which I received from Rome in October 1945 indicates the operation of 19 medium wave and two shortwave transmitters. A certain number of stations were under construction, and the Radio Audizioni Italia expressed the hope to operate 28 in this year.

PORTUGAL: The program magazine of the Portuguese State Broadcasting Service indicates not only two but six official stations (three medium wave and three shortwave), and no less than nine private transmitters operated by radio clubs; the most important of them is the 30 kw transmitter of the "Radio Club Portuguese" at Parede.

BELGIUM: Besides the three transmitters at Brussels, country has six regional stations.

The principal changes, however, concern Radio Luxemburg, the most powerful private station in Europe. On Nov 11, 1945, the American Military Authorities gave the station back to its owners, the Compagnie Luxembourgeoise de Radiodiffusion. It resumed commercial operation very soon and its programs are now broadcast on longwave (1293 m), with 100 to 150 kw, and in the evening also by a new shortwave transmitter (on 49 m). The original power of 200 kw will be used as soon as possible.

There exists also another private station in Europe, Radio Monte Carlo, which started experimental transmissions in summer of 1945 and has now a regular schedule. In the fall of 1946 or early in 1947, the station will be equipped with a 120 kw medium wave transmitter and two 25 kw shortwave transmitters under construction in France.

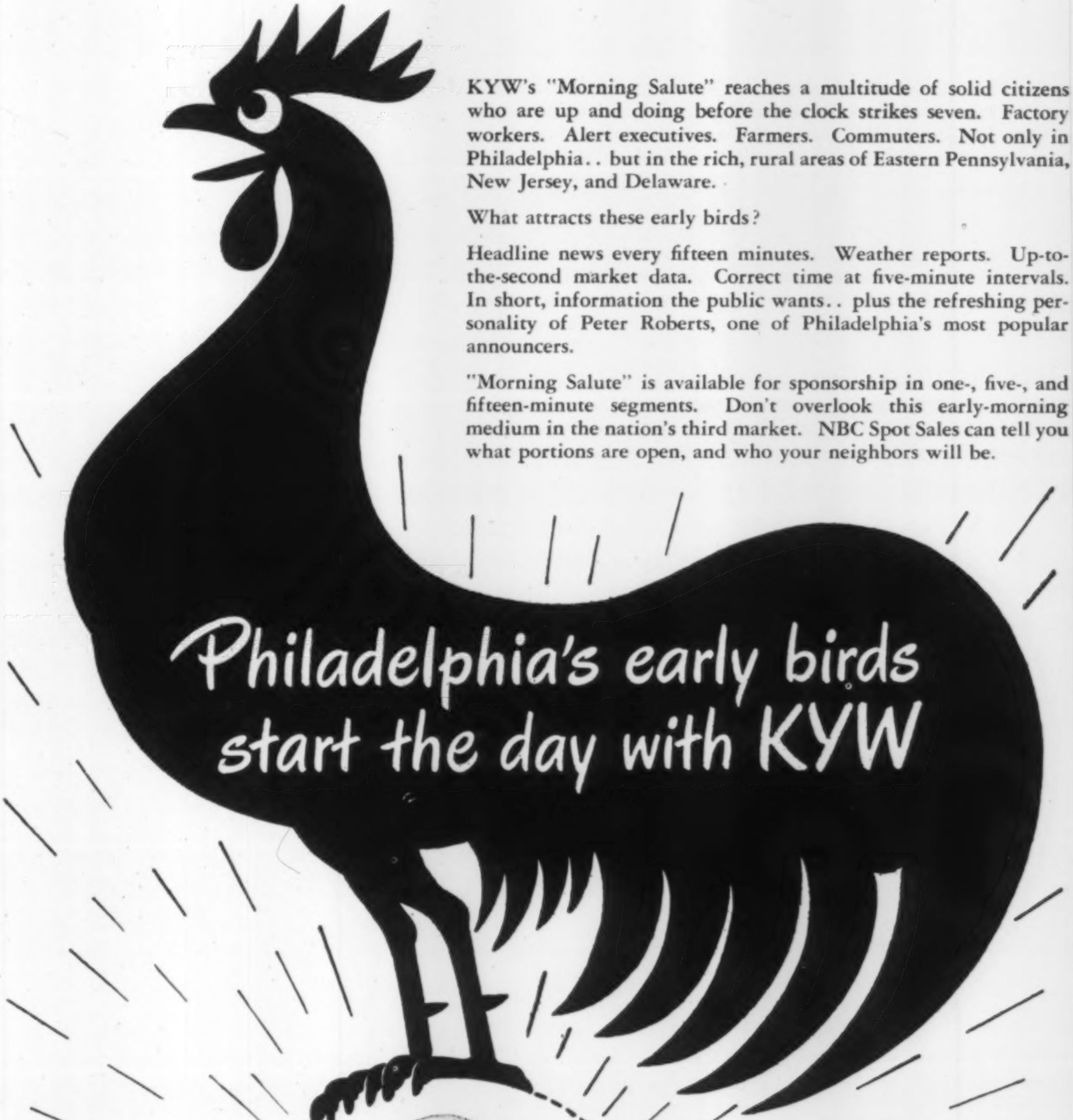
ARNO HUTH
April 25 Forest Hills, L. I.

---

* EDITOR'S NOTE—*Booklet referred to is an analysis of the availability to U. S. advertisers of European radio time. Mr. Huth, upon whose book the report is partly based, is an authority on European radio, and is now in this country.*

Lockhart to BPR

JACK H. LOCKHART, assistant to John H. Sorrells, executive editor of the Scripps-Howard Newspapers, and former assistant director in charge of the press section of the Office of Censorship under Byron Price, will make a survey of the War. Dept.'s Bureau of Public Relations. Mr. Lockhart will be on loan by Scripps-Howard, and will serve as civilian consultant to Maj. Gen. Floyd L. Parks, director of BPR. Survey, which will be made during the next 60 days, is for the purpose of improving the efficiency and serviceability of the Bureau.


Philadelphia's early birds start the day with KYW

KYW's "Morning Salute" reaches a multitude of solid citizens who are up and doing before the clock strikes seven. Factory workers. Alert executives. Farmers. Commuters. Not only in Philadelphia.. but in the rich, rural areas of Eastern Pennsylvania, New Jersey, and Delaware.

What attracts these early birds?

Headline news every fifteen minutes. Weather reports. Up-to-the-second market data. Correct time at five-minute intervals. In short, information the public wants.. plus the refreshing personality of Peter Roberts, one of Philadelphia's most popular announcers.

"Morning Salute" is available for sponsorship in one-, five-, and fifteen-minute segments. Don't overlook this early-morning medium in the nation's third market. NBC Spot Sales can tell you what portions are open, and who your neighbors will be.

KYW

PHILADELPHIA
50,000 WATTS

WESTINGHOUSE RADIO STATIONS INC

WBZ • WBZA • KDKA • WOWO • KEX • KYW

Represented Nationally by NBC Spot Sales—Except KEX.
KEX Represented Nationally by Paul H. Raymer Co.

GRANDEUR

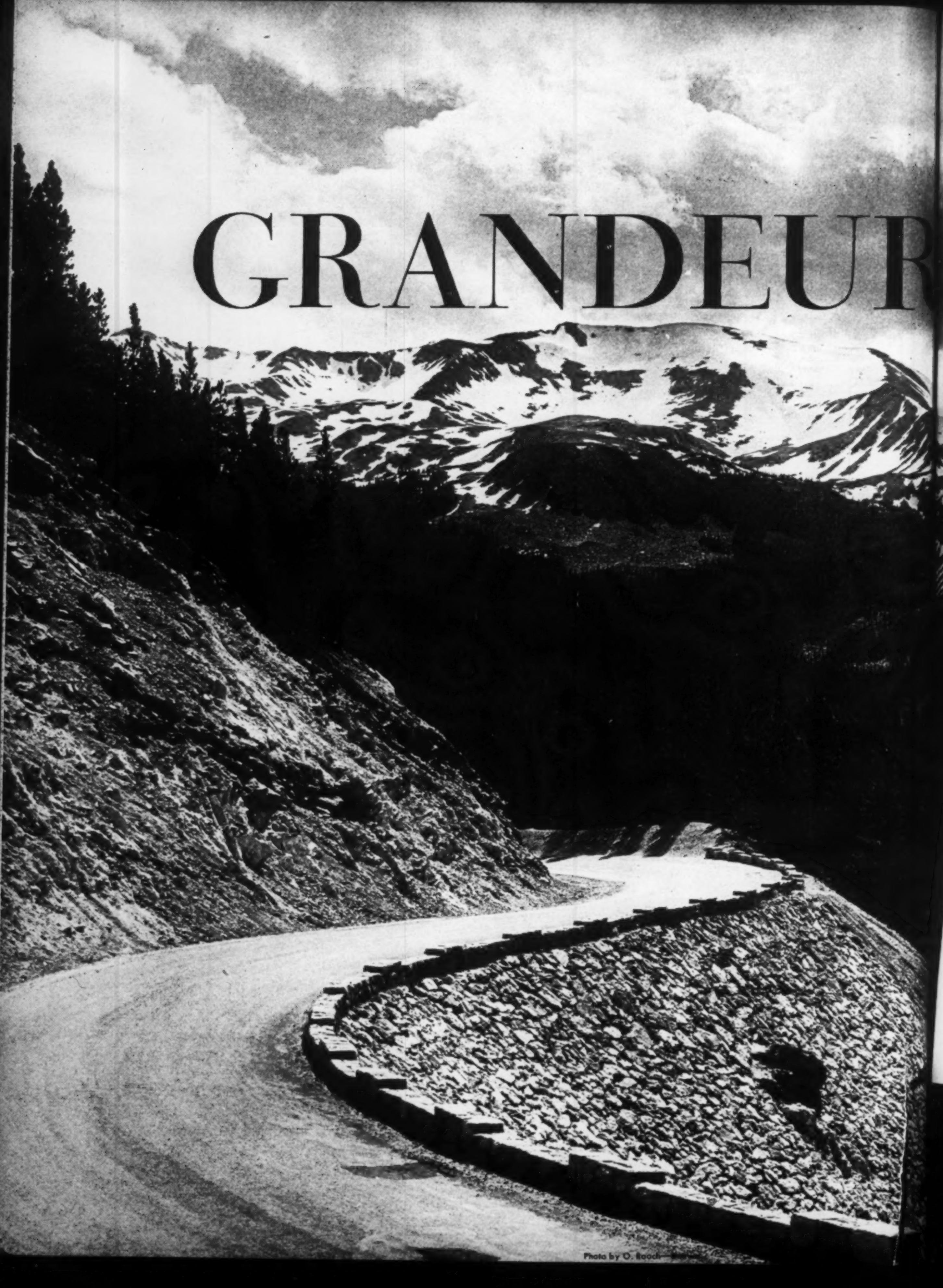
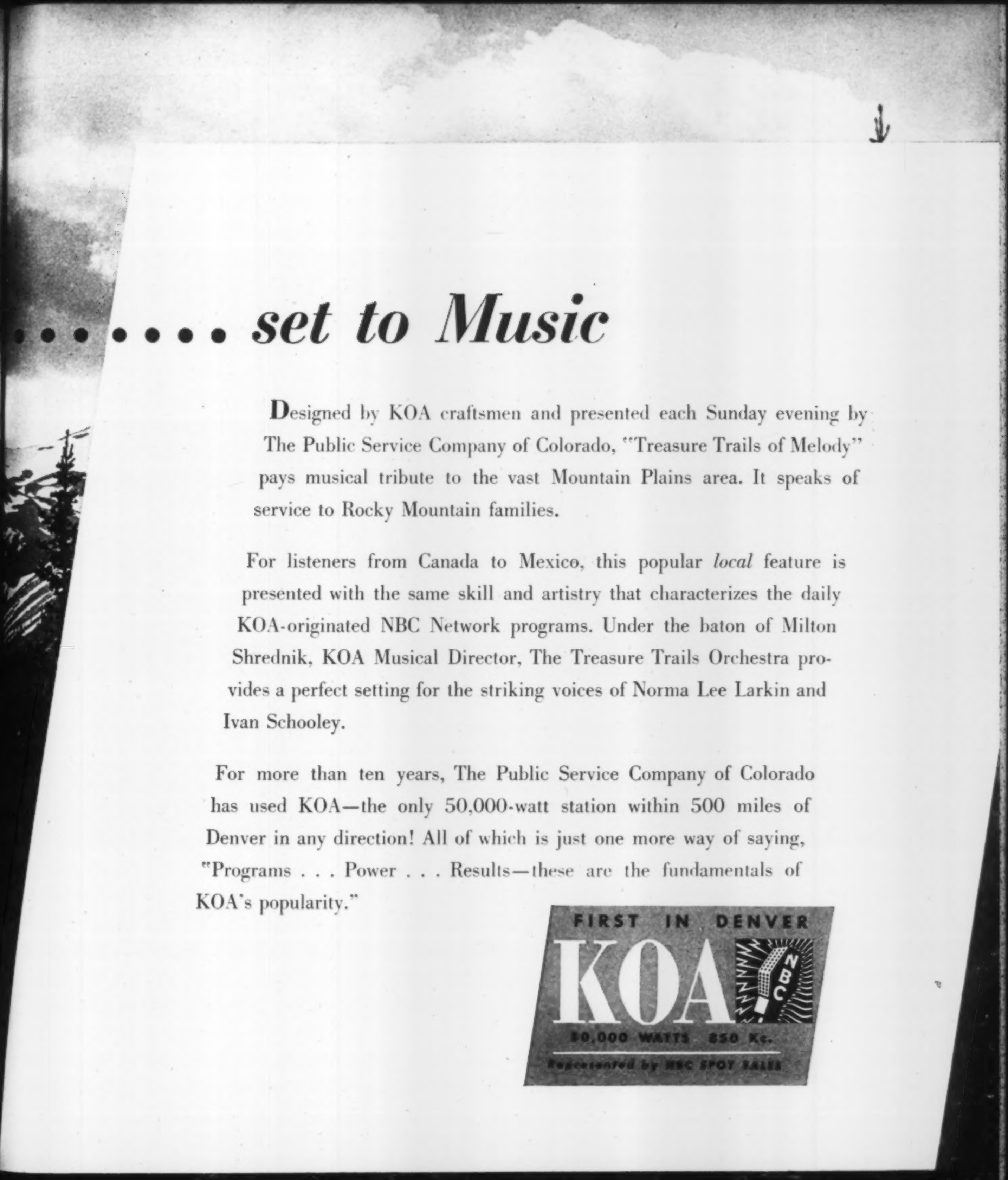


Photo by O. Roach—[illegible]



.... set to Music

Designed by KOA craftsmen and presented each Sunday evening by The Public Service Company of Colorado, "Treasure Trails of Melody" pays musical tribute to the vast Mountain Plains area. It speaks of service to Rocky Mountain families.

For listeners from Canada to Mexico, this popular *local* feature is presented with the same skill and artistry that characterizes the daily KOA-originated NBC Network programs. Under the baton of Milton Shrednik, KOA Musical Director, The Treasure Trails Orchestra provides a perfect setting for the striking voices of Norma Lee Larkin and Ivan Schooley.

For more than ten years, The Public Service Company of Colorado has used KOA—the only 50,000-watt station within 500 miles of Denver in any direction! All of which is just one more way of saying, "Programs . . . Power . . . Results—these are the fundamentals of KOA's popularity."

FIRST IN DENVER
KOA NBC
50,000 WATTS 850 Kc.
Represented by NBC SPOT SALES

Showmanship and
Sales/Ability
Pay your adv. costs..

SMITH'S TENNESSEANS

NEUHAUSER HATCHERIES
SEARS FARM STORE
KASCO MILLS
FIRESTONE TIRE & RUBBER
HOME PACKING CO.
GLIDDEN PAINT CO.

Farm Breakfast Hour . . .

● Here's a participating program that's a paying proposition. THE FARM BREAKFAST HOUR, featuring that happy gang, Smith's Tennesseans, will introduce your product or service to their vast, loyal rural audience—the people who control the "purse strings" in the rich agricultural market of Northwestern Ohio and Southern Michigan. WSPD's Farm Breakfast Hour, 6 to 7 A.M., Monday through Saturday, delivers audience and RESULTS!

JUST ASK KATZ

WSPD

TOLEDO, OHIO

A FORT INDUSTRY STATION

In the Public Interest

KIDO Bottle Appeal

IN JUST five minutes KIDO Boise, Ida. helped considerably to relieve a serious milk bottle shortage in that city. An interview on the station with local dairymen brought hundreds of calls to Boise dairies to pick up old milk bottles. One man returned 240 bottles, some dating back so far dairymen had never seen them before. A series of seven station breaks as a community service feature are now being used to aid in the drive.

* * *

MacFarlane Aids Vets

THROUGH the efforts of Ian Ross MacFarlane, news analyst of WITH Baltimore, 158 veterans have been granted permits to operate their own taxicabs. Last summer when a disabled vet was advised by his surgeon that he should chauffeur or drive a cab for a year or so before taking any other type job, he ran into trouble with the Baltimore Public Service Commission which insisted on not raising the limit of the 1000 cabs already licensed in that city. The veteran's wife, a fan of Mr. MacFarlane's, wrote to him about the situation. Despite a strong protesting publicity campaign by present cab owners, Mr. MacFarlane was successful in obtaining a license not only for the disabled vet, but also for 157 others. One stipulation was that there would be no religious or racial discrimination in the vet cab drivers organization.

* * *

Secures Blood Donors

ABANDONING its commercial schedule, WDLP Panama City, Fla. on April 23, answered an emergency call from the Men's Bible Class of the First Methodist Church of Panama City. Station after several appeals for blood donors in the proper classification, found enough for a member of the Bible class who was seriously ill in a hospital in Dothan, Ala.

* * *

Daly Rewarded

THROUGH his one-man crusade to find housing for returned veterans, Ranny Daly of WING Dayton, has been given recognition by Military Order of the Purple Heart of Dayton. Vets appear on Mr. Daly's Man-in-the-Street program at the rate of five a day. As the show is a 15-minute Monday-Saturday program, 12:15 p.m., the number of veterans is considerable. He now has a waiting list for two months. The men tell of their war service and housing needs. Listeners with available rooms, apartments or houses call WING and contact the interviewee direct. Over 350 men have found living quarters since the start of the show.

* * *

WCPO Gets Donors

WCPO Cincinnati brought immediate results with two appeals broadcast within 24 hours of each other. Responding to a request from a Cincinnati housewife, Arthur Reilly, news analyst, carried an appeal for volunteer blood donors and was told at the hospital less than an hour later that more than enough donors had applied and telephone calls were still coming in. Next afternoon, Newscaster Paul Dixon reported that two small children were missing from their home, and a woman who had heard the broadcast spotted and detained the young absentees shortly afterward.

* * *

Demand for Trees

THE Colorado State Board of Forestry is virtually "without a tree to look at" as a result of a recent broadcast by Farm Reporter Lowell Watts of KLZ Denver. At the request of the board Watts made a special appeal to farmers to take advantage of a forestry department offer of evergreen and broadleaf trees for shelter belt and windbreak planting. As a result, the board wrote Watts "we are about 50,000 trees short, and the orders are still pouring in!"

* * *

WHYN Joins in Search

WHYN Holyoke, Mass., was partly responsible for locating a child reported missing from his home at 7:45 p.m. on a recent Saturday night. Within a few minutes after the announcement went on the air along with a description, the station and the police were swamped with calls from people who had seen children resembling the missing three-year-old. The clue from Williamsett seemed to be the most likely one, and by 8 o'clock police had caught the man with the child coming out of a movie. The man was intoxicated and said he simply wanted to give the child a good time.

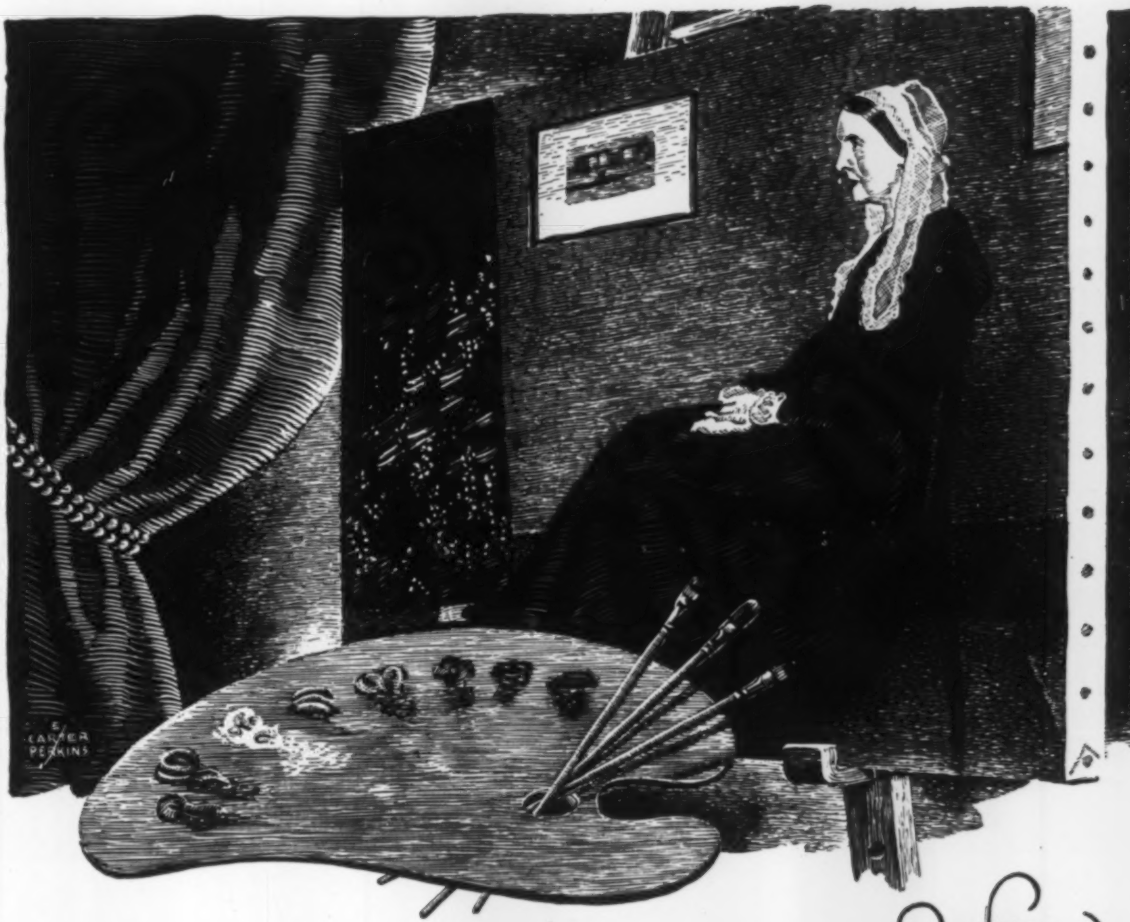
* * *

Firearms Measure

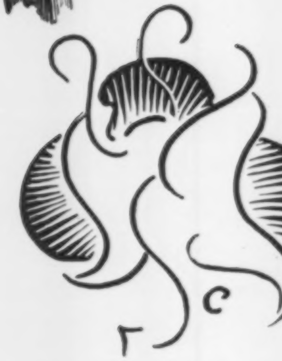
TO CALL attention to an editorial it broadcast on the need for controlling sales of firearms, WCHS Charleston, W. Va. recently used about 60 reminders during the course of a broadcast day urging listeners to "tell your councilman to listen to WCHS tonight at 6:10 p. m." As a result a member of the city council announced he would introduce legislation to restrict the purchase of firearms. The station's editorial followed a murder in the city which was attributed to laxity in local firearms laws.

Radar on Steamer

INSTALLATION of the first experimental radar aboard a Great Lakes ship has been announced by Western Electric Co. as part of a project sponsored by the Lakes Carriers Assn. First ship to be equipped with radar was the *S.S. John T. Hutchinson*, newest ship of the Lakes fleet. Western Electric, largest supplier of radar during the war, announced that eventually all of the 340 large ships now sailing the Great Lakes probably will be equipped with radar.



BUTTERFLIES *and* BROADCASTING



● Here's perhaps the best known butterfly that *never* lived. It is the monogram that James Whistler used to sign his paintings and etchings. He got the idea for this symbol from his own initials, and it has become world known as the emblem that identifies Whistler's masterpieces.

● In Baltimore the initials WCBM, like the butterfly, have been blended into a symbol of prestige. For timebuyers and sponsors these letters spell a means of exceeding sales quotas and building good will in the Baltimore Market. Have you looked into what WCBM can do for you?

Baltimore's Listening Habit

WCBM

MUTUAL BROADCASTING SYSTEM

Free & Peters, Inc.
Exclusive National Representatives

JOHN ELMER, *President*

GEORGE H. ROEDER, *General Manager*

Continental Solves Air Traffic Problem

Load Factor Improves By Use of Spot Campaign

By ROBERT B. McWILLIAMS

Radio Director,
Galen E. Broyles Co., Denver

FACING a traffic problem, Continental Air Lines solved it with spot radio and now uses $3,000 a month in air time. Mr. McWilliams, who tells about it in this article is 28, and a native Oklahoman. After graduation at Oklahoma U., where he corresponded for the *Daily Oklahoman* and *Oklahoma City Times*, he went to work for the papers. Entering radio as announcer at KTUL Tulsa, he moved to Denver in 1940 as KFEL news editor, moved to the *Rocky Mountain News*, resigned in 1941 to join the Broyles agency where he is radio director and account executive.

Mr. McWilliams

SPOT RADIO announcements, dramatized and localized for each city, are regularly moving airline passengers through the ticket offices and out to the planes of our client, Continental Air Lines.

Radio and newspapers in "on line" cities throughout Continental's six-state 3,000-mile system are now being used regularly to sell airline tickets. During the calendar year just ended the expenditure per dollar for newspaper was matched by that in spot radio.

And it's paying off in a dramatic way! The 20th century medium of communication, radio, is working hand in glove to produce business for transportation, 20th century style, the airliner!

Fresh Approach

Precedent decreed that we stick to newspapers. Our airline competition, big and little, has used the printed advertisement with overwhelming regularity, except, we found, on infrequent occasions when they opened new routes through new cities and wanted to build up the fanfare with a few hastily whipped together radio announcements.

An emergency, in the nature of a weak load factor on our line between Denver and Kansas City, prompted our entry into spot radio on KCMO Kansas City, and KOA Denver, in May of 1945.

The drop-off in ticket sales indicated to us and Continental that we needed a fresh approach, a new medium to startle the public, to complement our long established newspaper advertising. Something drastic, and different, was needed.

We persuaded Continental to experiment with spot radio, obviously because only spots would enable us to tailor our campaign for every on-line city on our route, without wastage.

Quick Response

For atmosphere in our transcriptions, the noises of an airport waiting room were selected, with an announcer calling off in authentic airport style these opening words, screened behind a sound chamber:

"Your attention, please! Continental Air Lines . . . Flight 60 . . . now ready for immediate departure at Gate 1 for Topeka and Kansas City, with connections to St. Louis, Chicago, Washington and New York."

This opening, we later discovered through a great number of channels, was not only unique for radio, but it immediately caused the listener to drop his paper, his book, or his conversation, and listen. The announcement had a little of the atmosphere of the old time railroad caller, and of course, in the minds of the listeners, it conjured visions of travel, of escape, of bright new horizons.

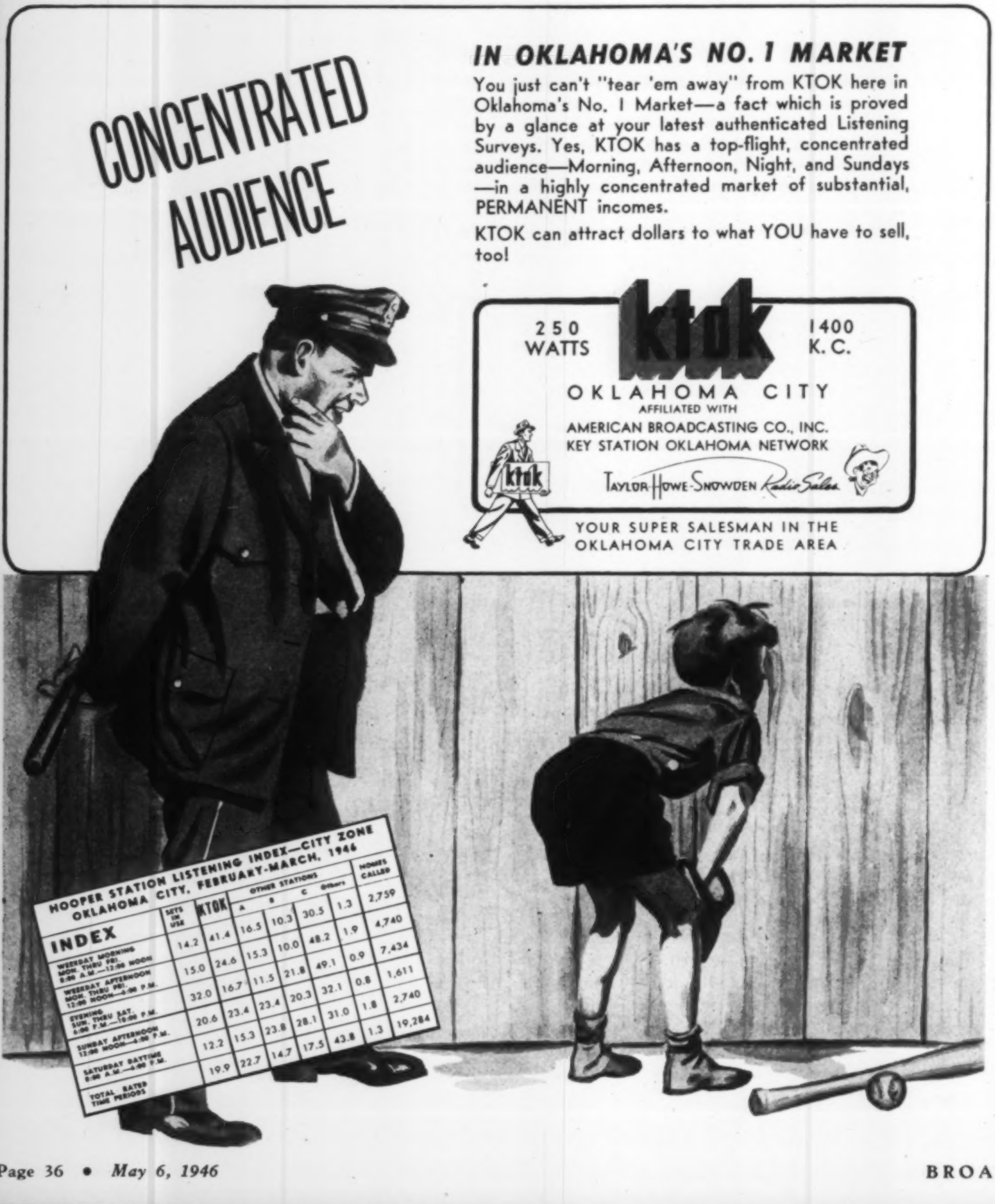
After this sound chamber opener, Announcer Bob Petre came in with a direct selling message, delivered in a machine gun fashion as follows: "Yes, if you're going to Topeka or Kansas City, there's a seat for you on one of Continental's 21-passenger Luxury Liners. Continental offers three convenient flights daily. Kansas City is only 3 hours 10 minutes from Denver via Continental Air Lines, the fare $24.95. Phone Dexter 1561 and let your friendly Continental ticket representative plan your trip. For three-mile-a-minute transportation throughout the West, fly Continental Air Lines."

The contrast between the slow, deliberate, travelogue-y delivery of the opening, and the fast sales message of the finale, lent a good pace to the spot, which was augmented by the roar of a transport between the voices and at the end.

Frankly, on the basis of past experience with radio, we in the agency didn't look for immediate results. However, about the second day the response began to show. People began coming into ticket offices in Denver and Kansas City, asking information about schedules and fares, and buying tickets! Continental's old customers, who had stayed off airplanes during the war period because of priorities, and because they began to feel that it was virtually impossible to get a seat, now began trickling back.

Radio, with its power to create atmosphere as a direct aid to selling, was drawing all sorts of comment, especially among our own

(*Continued on page 69*)



IN OKLAHOMA'S NO. 1 MARKET

You just can't "tear 'em away" from KTOK here in Oklahoma's No. 1 Market—a fact which is proved by a glance at your latest authenticated Listening Surveys. Yes, KTOK has a top-flight, concentrated audience—Morning, Afternoon, Night, and Sundays—in a highly concentrated market of substantial, PERMANENT incomes.

KTOK can attract dollars to what YOU have to sell, too!

250 WATTS
ktok
1400 K.C.
OKLAHOMA CITY
AFFILIATED WITH
AMERICAN BROADCASTING CO., INC.
KEY STATION OKLAHOMA NETWORK
Taylor-Howe-Snowden Radio Sales

YOUR SUPER SALESMAN IN THE OKLAHOMA CITY TRADE AREA

HOOPER STATION LISTENING INDEX—CITY ZONE
OKLAHOMA CITY, FEBRUARY-MARCH, 1946

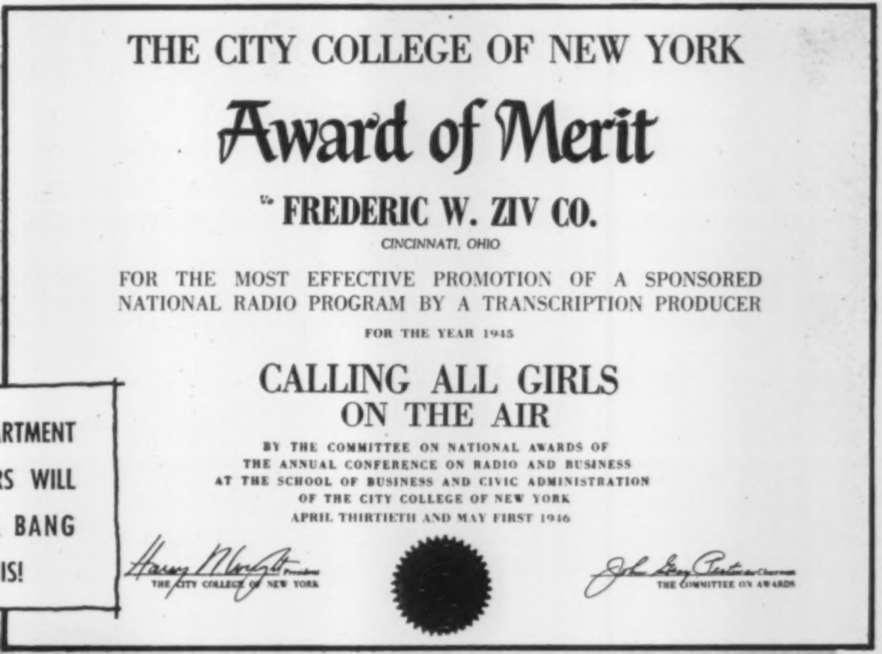
INDEX	SETS IN USE	KTOK	OTHER STATIONS A	B	C	Others	HOMES CALLED
WEEKDAY MORNING MON. THRU FRI. 8:00 A.M.—12:00 NOON	14.2	41.4	16.5	10.3	30.5	1.3	2,759
WEEKDAY AFTERNOON MON. THRU FRI. 12:00 NOON—6:00 P.M.	15.0	24.6	15.3	10.0	48.2	1.9	4,740
EVENING SUN. THRU SAT. 6:00 P.M.—10:00 P.M.	32.0	16.7	11.5	21.8	49.1	0.9	7,434
SUNDAY AFTERNOON 12:00 NOON—6:00 P.M.	20.6	23.4	23.4	20.3	32.1	0.8	1,611
SATURDAY DAYTIME 8:00 A.M.—6:00 P.M.	12.2	15.3	23.8	28.1	31.0	1.8	2,740
TOTAL RATED TIME PERIODS	19.9	22.7	14.7	17.5	43.8	1.3	19,284

Hubba-Hubba

...ANOTHER NATIONAL AWARD!

WELL NATCH! . . . AND FOR THE SECOND YEAR, TOO!

2nd YEAR ZIV WINS C.C.N.Y. AWARD WITH "CALLING ALL GIRLS"



THE CITY COLLEGE OF NEW YORK

Award of Merit

to **FREDERIC W. ZIV CO.**

CINCINNATI, OHIO

FOR THE MOST EFFECTIVE PROMOTION OF A SPONSORED NATIONAL RADIO PROGRAM BY A TRANSCRIPTION PRODUCER

FOR THE YEAR 1945

CALLING ALL GIRLS ON THE AIR

BY THE COMMITTEE ON NATIONAL AWARDS OF
THE ANNUAL CONFERENCE ON RADIO AND BUSINESS
AT THE SCHOOL OF BUSINESS AND CIVIC ADMINISTRATION
OF THE CITY COLLEGE OF NEW YORK
APRIL THIRTIETH AND MAY FIRST 1946

Harry N. Wright, President, THE CITY COLLEGE OF NEW YORK

John Gray Peatman, Chairman, THE COMMITTEE ON AWARDS

OUR 140 DEPARTMENT STORE SPONSORS WILL REALLY GET A BANG OUT OF THIS!

Never has there been a program designed exclusively for department stores that has achieved such a phenomenal record.
Ask D. H. Holmes Co., Ltd., New Orleans, Crowley Milner, Detroit, Hechts, Washington, D.C.—all three year sponsors.

FREDERIC W.
ZIV
COMPANY
Radio Productions
1529 MADISON ROAD
CINCINNATI, OHIO

WE'RE HAPPY ABOUT THE WHOLE THING . . . BUT DEF!

NEW YORK • CHICAGO • HOLLYWOOD

MERIT AWARD of City College of New York presented by Dr. John Gray Peatman (left) CCNY associate dean, to Stanley J. Keyes Jr., vice president of St. Georges & Keyes, for *Exploring the Unknown* program sponsored by Revere Copper & Brass Inc.

ALLEN B. DUMONT LABS., Passaic, N. J., has appointed Arie Den Breems, New York, to direct export sales.

Manager Decries 50 kw Applications When War-Worn Locals Need Equipment

EDITOR, BROADCASTING:

May I present a few facts that I think all radio station managers should take note of, and which should also be noted carefully by the FCC.

Through all of the war, the present number of old or established radio stations even sacrificed business to carry the messages of the OWI, U. S. Army, the Navy, Treasury and many other agencies' emergency messages to the people. I know personally that most radio stations did this without any thought of selfishness or ulterior motive. And through all of the war years most of those old and established stations patched up their transmitters, used old tubes, old wires and other used parts in order that their stations might continue at least for the duration.

And now, seven months after the war what has happened? Radio stations, or a great majority of them are badly in need of spare parts, tubes and other transmitter accessories in order that they may give the very best possible service to their listeners. Do we get those tubes, spare parts and other accessories? No, the manufacturers mostly come back with very apologetic letters stating that there are so many new orders ahead that the said parts and tubes cannot be guaranteed before September, or early 1947.

Any Blame?

Now, just where would you lay the blame? Certainly it isn't the fault of the radio stations, and certainly you can't blame a manufacturer for accepting orders as they come in rotation. What then? Well, I know that the FCC is working hard, but we can't help but labor under the impression that if the FCC had not granted radio stations here, there and everywhere, we might be able to get the aforesaid parts for better broadcasting. Until such time as the manufacturers were able to meet the demand, wouldn't it have been better for all concerned if they had held off some of the very small towns who applied for new stations, and let the station that ordinarily covers that town have the parts they need, then when the manufacurers were able to furnish new equipment for the new stations, grant them a construction permit?

I don't want to appear selfish in any respect, but the new hearings now in progress on clear channel stations is also getting quite silly in many respects, and should the FCC grant any increases in power to the 50,000 w stations they will not only be doing the smaller stations an injustice, but will make it still harder for the smaller stations to function properly. Some of the 50,000 w stations have been arguing that with greater power they can give better farm programs to a greater number of farmers. Does anyone think for a moment that the farmer in South Carolina is very seriously interested in a farm program given over some station in Illinois? The farmers in Illinois don't raise tobacco, don't raise cotton and other crops that the farmers of South Carolina raise, so why shouldn't the South Carolina farmer be more interested in a farm program that has to do with the crops he is interested in raising. If anything, some of the 50,000 watt stations should be lowered in power.

Suggests System

Once again we say to the FCC, in all fairness, give the stations who have carried on during the war, a fair break. If I were a commissioner on the FCC, I would first of all abhor any move tending to tell any radio station what they would have to put on the air. I would give those stations in the principal areas first chance to increase their power and better their performances before issuing a construction permit to some small town 20 miles away, and I would most certainly examine carefully any attempt of any station to increase their power beyond 50,000 w, when I learned that this increase in power would hamper the successful operation of a community station who ran full time day and night.

We need an experienced radio man as chairman of the FCC, and his appointment would cure many headaches now suffered by both radio stations and the public.

N. L. ROYSTER, Manager
WOLS Florence, S. C.

April 27, 1946

Tenney Appointed

WALTER I. TENNEY, former vice president and Chicago manager of the Paul H. Raymer Co., has been appointed vice president in charge of publisher relations for Parade Publications, New York. Mr. Tenney retired over a year ago after resigning from the Raymer organization.

The No. 1 Farm Station in the No. 1 Farm Market would like you to

MEET EARL!

This is Earl E. May, radio pioneer and KMA president.

Earl's listeners are automatically Earl's friends. In his long career as radio executive and active interpreter of farm problems, Earl May's genuine liking for people—his thousands of *personal contacts* with them, his sincere desire to share their joys, sorrows, and problems—has set the pattern for KMA programming. KMA talent and announcers are chosen for their warm personalities and their ability to speak the language of the people. That's why KMA has long been voted "the most friendly station" in this entire area.

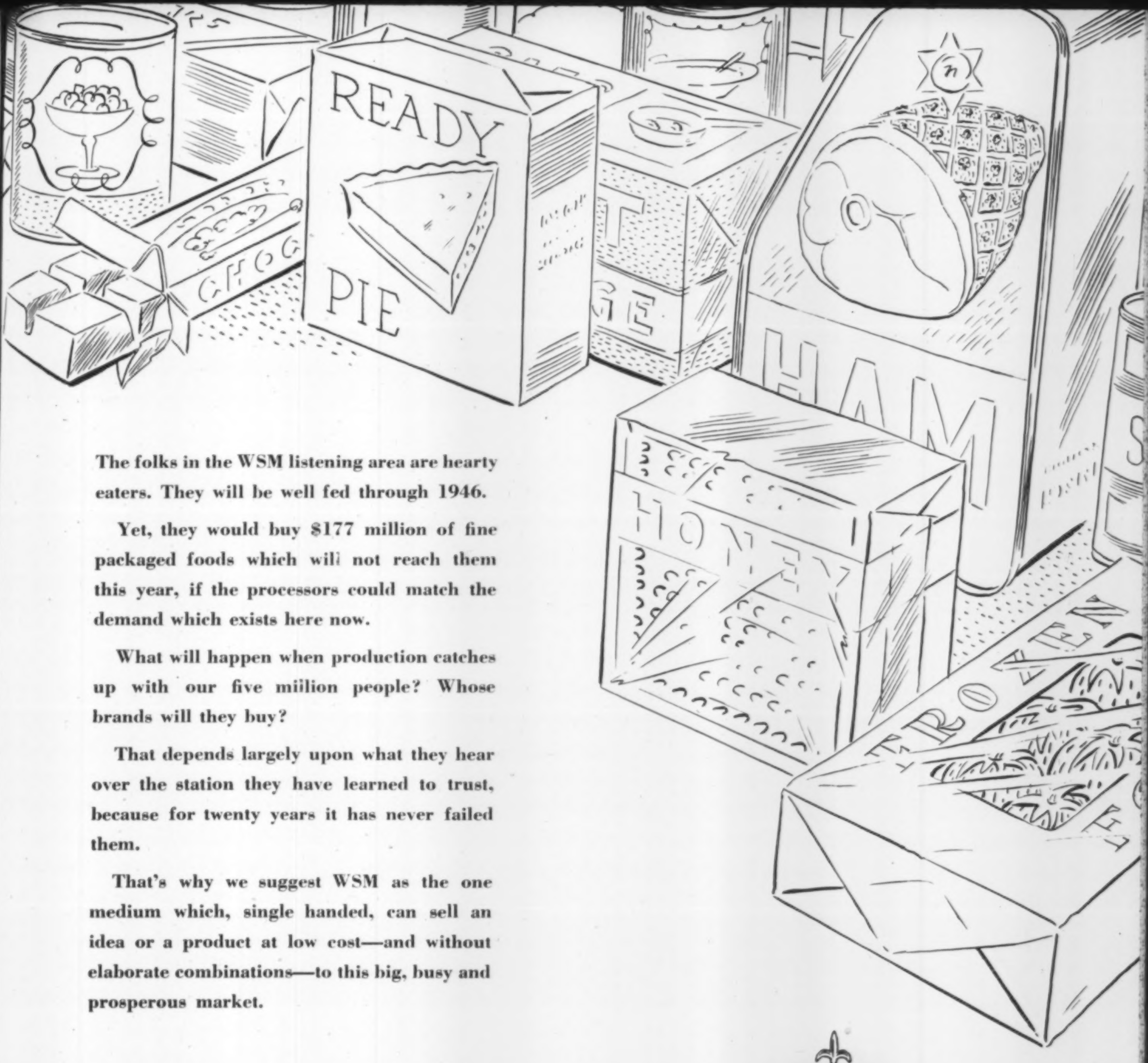
These basic ingredients of showmanship—skill and neighborliness—insure dependable *ability to sell goods.* For full particulars, get your *free* copy of our "1945 Radio Mail Study". Call us—or Free & Peters—today!

KMA

155 COUNTIES AROUND
SHENANDOAH, IOWA

AMERICAN BROADCASTING CO.

FREE & PETERS, Inc., Exclusive National Representatives



The folks in the WSM listening area are hearty eaters. They will be well fed through 1946.

Yet, they would buy $177 million of fine packaged foods which will not reach them this year, if the processors could match the demand which exists here now.

What will happen when production catches up with our five million people? Whose brands will they buy?

That depends largely upon what they hear over the station they have learned to trust, because for twenty years it has never failed them.

That's why we suggest WSM as the one medium which, single handed, can sell an idea or a product at low cost—and without elaborate combinations—to this big, busy and prosperous market.

HARRY STONE, *Gen. Mgr.*

WINSTON S. DUSTIN, *Comm. Mgr.*

EDWARD PETRY & CO., ***National Representatives***

Air Castle of the South
W E
650 KILOCYCLES
NBC AFFILIATE
50,000 WATTS
CLEAR CHANNEL

WSM
NASHVILLE

"Farmer Bill" brings SHOWMANSHIP to the Farm...

WMBD
Peoria Broadcasting Company
PEORIA, ILL.

"On location" at the C. W. Verkler farm, Washington, Ill., "Farmer Bill" uses the wire recorder for re-broadcast for his "on the Farm" show.

HEARTY, prosperous PEORIAREA farmers all know Emil "Farmer" Bill, WMBD's Radio Farm Director. This popular WMBD favorite not only broadcasts his "Farm Reporter" show 12 times weekly and his half-hour feature, "On the Farm" every Saturday . . . he also maintains a consistent average of three PERSONAL speaking engagements a week. Witty, personable and down-to-earth, he is a consistent favorite with rural audiences.

With a background of 28 years in vaudeville on the Keith-Orpheum, Pantages, and Loew circuits, "Farmer Bill" knows his showmanship. Born and raised on a Wisconsin dairy farm and operator of his own dairy farm for 12 years, he also knows farms and farmers . . . good people to know in PEORIAREA where the aggregate value of the ten principal crops in 1944 exceeded $101,000,000.00!

5000 WATTS **CBS AFFILIATE**

WMBD
PEORIA, ILLINOIS

Edgar L. Bill
President

Charles C. Caley
Executive Vice President

FREE & PETERS, Inc. . . National Representatives

'McGee and Molly' Hooper Is Highest

Hope, 'Radio Theatre' Rank Second and Third

FIBBER McGee & Molly ranked first in popularity of evening programs, according to the latest survey by C. E. Hooper Inc. Bob Hope was second and *Radio Theatre* third.

Average evening audience rating was 8.6, down .9 from the previous report, down .4 from the same period a year ago. Average sets-in-use was 26.2, or 2.7 less than the last report and .7 less than a year ago. Average available audience was 77.5, down 2 from the last report and down .1 from a year ago.

Program leaders were *Fibber McGee & Molly* 27.1, Bob Hope 26.2, *Radio Theatre* 22.2, Bing Crosby 20.1, *Screen Guild Players* 20, *Charlie McCarthy* 19.7, Fred Allen 19.6, Red Skelton (computed rating) 19.5, Walter Winchell 18.8, Jack Benny 17.8, Jack Haley with Eve Arden 17.8, *Amos 'n' Andy* 17.7, Eddie Cantor 16.1, *People Are Funny* 15.7, Joan Davis with Andy Russell 15.3.

Top 15 programs of 10 years ago were: Major Bowes 38.6, Rudy Vallee 24.7, *Burns & Allen* 24.5, Fred Allen 20.7, Jack Benny 20, Bing Crosby 19.2, *Show Boat* 17.7, Phil Baker 17.6, *Radio Theatre* 17.3, *Amos 'n' Andy* 16.7, *Boake Carter* 16.3, *Hollywood Hotel* 16.2, Eddie Cantor 15.9, *Believe It or Not* 15, *First Nighter* 14.8.

In the latest report, ratings of the top 10 weekday programs were: *Ma Perkins* (CBS) 8.2, *Breakfast in Hollywood* (Kellogg) 8, *Romance of Helen Trent* 7.4, *Breakfast in Hollywood* (P & G) 7.1, *Life Can Be Beautiful* 6.8, *Right to Happiness* 6.6, *When a Girl Marries* 6.6, *Portia Faces Life* 6.4, *Big Sister* 6.4, *Kate Smith Speaks* 6.4.

WIOD Honored

WIOD Dayton, Ohio, April 24 was presented a certificate of award for "meritorious service in the public interest" on behalf of President Truman and Office of Price Administration.

"The Shadow Knows"

YOUR SHOW RATES

on WCSH

"The Shadow" earned its highest 1945-'46 Hooperating on this Portland station—

18.6

against a national rating of

11.2

For Portland, Maine audience-delivery, buy the "ratings" station

WCSH

PEERING OVER shoulders of ballot committee, which adjudged him winner in direct wire auditions for top record spot on KFWB Hollywood, is Bill Anson, WBKB Chicago, disc m.c. Station staged dinner for 200 Los Angeles agency men as part of national contest to select replacement for Al Jarvis who recently shifted his *Make Believe Ballroom* to KLAC Hollywood. Committeemen seated (l to r): Norman Boroughs, account executive of Essig Co., ballot chairman; Jack Smalley, co-owner of Smalley, Levitt & Smith Adv. Standing (l to r): M. W. Shackelford, president of Lockwood-Shackelford Adv.; J. B. Kiefer, head of J. B. Kiefer Adv.; Harry Maizlish, KFWB manager; Robert Alda, m.c.

PULSE CRITICIZES SURVEY TECHNIQUE

THE PULSE Inc., which uses the personal interview roster method for its continuing surveys of radio listening in New York and Philadelphia, last week joined the chorus of complaint against the authenticity of program ratings produced from coincidental telephone surveys, but from a new angle. Omission of the lower income homes from large city samples, frequently cited as a major fault of telephone surveys, could, the Pulse stated, be "somewhat corrected by selective telephone sampling," and is not so bad as "the fact that the various foreign language culture groups are not represented correctly in the sample."

Pointing out that in New York the proportion of telephone ownership in three culture groups is Italian 8.7, Polish 9.5, Jewish 47.5, the Pulse said: "Not only do these homes listen to foreign language radio programs but their English radio listening is different from the non-foreign language culture groups. Telephone surveys can seriously distort audience measurements because of this situation, except perhaps for the high rating network programs which have universal appeal."

KRIG to MBS

KRIG ODESSA, Tex., effective May 15 becomes the 301st affiliate of MBS. Station operates with 1000 w on 1410 kc and is operated by the Oil Center Broadcasting Co., Odessa, of which Shell Oil has a major interest.

Pulse Study Shows Low N. Y. Listening

Jack Benny Tops in Evening With 'Lux Theatre' Second

APRIL RADIO listening in New York continued a downward trend which began in March, according to the latest Pulse Inc. survey.

Average sets-in-use in April was 25.1, compared with 25.5 in March and 23.5 in April 1945.

In New York the top ten evening shows by quarter-hour rating were Jack Benny 24, *Lux Radio Theatre* 23.3, *Kraft Music Hall* 22.7, *Fibber McGee & Molly* 22.3, *Mr. District Attorney* 22.3, Walter Winchell 21.7, *Charlie McCarthy* 21.3, Fred Allen 21, Eddie Cantor 17.7 and *Sealtest Village Store* 17.3.

Top Daytime Shows

Daytime leaders were *Kate Smith Speaks* 7, *When a Girl Marries* 6.7, *Portia Faces Life* 6.7, *Big Sister* 6.6, *Aunt Jenny's Stories* 6.6, *Helen Trent* 6.5, *Life Can Be Beautiful* 6.5, *Young Widder Brown* 6.5, *Lorenzo Jones* 6.3, Harry Clark—News 6.3 and *Time To Remember* 6.3.

Saturday and Sunday daytime leaders were *Counterspy* 10.7, *The Shadow* 10, *One Man's Family* 8, *Children's Hour* 7.3, *The Electric Hour* 7, *Quick As A Flash* 7, *Make Believe Ballroom* 7, *Detective Mysteries* 7, *Stars Over Hollywood* 6.7, *Theater of Today* 6.7 and *Family Hour* 6.7.

In Philadelphia, Pulse noted a March-April decline in audience. Average sets-in-use were 21.8 for March and April, 22.4 for January and February, as compared with 20.8 for the March-April period last year.

Philadelphia leaders, with average quarter-hour program ratings, were:

Evening: *Lux Radio Theatre* 30.5, *Dr. Christian* 25, *Fibber McGee & Molly* 24, *Bob Hope* 23.3, *Charlie McCarthy* 23, *Aldrich Family* 21, *Big Town* 21, Jack Benny 20.8, *Mr. District Attorney* 20 and *Kraft Music Hall* 19.8.

Daytime: *Helen Trent* 11.9, *Our Gal Sunday* 11.6, *Life Can Be Beautiful* 11.5, *Breakfast Club* 11.5, *Big Sister* 11.3, *Young Dr. Malone* 11.3, *Kate Smith Speaks* 11.1, *Ma Perkins* 10.8, *Road of Life* 9.6 and *Aunt Jenny's Stories* 9.4.

Saturday and Sunday daytime: *Children's Hour* 16.3, *Armstrong Theatre* 10.5, *Billie Burke Show* 10.3, *The Shadow* 10.3, *Family Hour* 10, *Stars Over Hollywood* 9.8, *Electric Hour* 9.8, *Grand Central Station* 9.5, *Let's Pretend* 8.5 and *Ranger Joe* 8.5.

Alan Young Hiatus

BRISTOL MYERS CO., New York (Mum, Sal Hepatica & Vitalis), July 5 for 13 weeks replaces the *Alan Young Show* on ABC Fri., 9-9:30 p. m. with *Break the Bank*. New program was previously sponsored on MBS and features Bert Parks as m. c. Agency is Doherty, Clifford & Shenfield, New York.

This week on
KFI

THE FIGHTIN' LADY

In line with JOAN SCHAFER'S solid reputation as the promoter of air battles between listeners on her participating program "WHAT DO *YOU* SAY?" (Mon. thru Fri., 3:45 p.m.) comes word of her current fight card. The hot scraps that have brought her mail count to the top mark among daytime programs on KFI include: G. I. MARRIAGES IN OCCUPIED ZONES vs. WEDLOCK IN THE GOOD OLD U. S. A.; RATIONING TO FEED EUROPE vs. THE FULL LARDER AT HOME; HUSBANDS AS REPLACEMENTS IN THE DRAFT vs. A NEW ARMY OF SINGLE MEN; and SOCIALIZED MEDICINE vs. THE PRIVATE PHYSICIAN'S PRACTICE. All contenders must put up their 'dukes' through the mail and you'd be amazed at the lengths some 500 persons go to each week to intelligently put across their viewpoints. "WHAT DO *YOU* SAY?" attracts a predominance of women listeners which is no small point to the timebuyer. A call to the KFI Sales Department or to Edward Petry Company will give you details about rates and availabilities.

AND A HOMECOMING

KFI Staff Writer-Producer, Ken Higgins, is back with pencil and stopwatch after more than two and one-half years in the Navy. Higgins held the rank of Lieutenant j.g. and was based in Washington, D. C., where he wrote and directed Navy training films.

CLEAR CHANNEL
640 KILOCYCLES
KFI
50,000 WATTS
Earle C. Anthony, Inc.
NBC for LOS ANGELES
Represented Nationally by Edward Petry and Company, Inc.

Television on SMPE Meeting Agenda; Boston Radio-Press Planning Institute

TELEVISION highlights of the 59th Semi-Annual Technical Conference of the Society of Motion Picture Engineers being held May 6-10 at the Hotel Pennsylvania, New York, will include an RCA-NBC television demonstration at Radio City, New York, on May 7; inspection tour of Du Mont-John Wanamaker television studios on May 8, a visit to the General Electric Company's television studios in Schenectady to members who wish to go on the nights of May 6 and 8; and a video session under the chairmanship of Ralph B. Austrian, president, RKO Television Corp., New York on May 10, the last day of the SMPE Conference.

Latter session includes the following discussion: "Report of Committee on Television Projection Practice," by P. J. Larsen, chairman of the committee, Washington, D. C.; "A Unified Approach to the Performance of Photographic Film, Television Pickup Tubes, and the Human Eye," by Albert Rose, RCA Laboratories, Princeton, N. J.; "Color Television," by P. C. Goldmark, CBS New York.; "A New Film for Photographing Television Monitor Tubes," by C. F. A. White and M. R. Boyer, E. I. Dupont deNemours & Co., Inc., research division, Parlin, N. J.; "Color Television Film Scanning," by Bernard Erde, CBS New York; "Television Reproduction From Negatives," by Emery Meschter, E. I. Dupont deNemours & Co., Inc., research division, Parlin, N. J.; "Television and the Motion Picture Theater," by L. B. Isaac, Loew's Inc., New York.

* * *

Boston Institute

BOSTON radio and newspapers will participate May 7-8 in a two-day institute for private and public social service agencies. Event is under sponsorship of the Greater Boston Community Fund and Community Council.

Radio sessions will be held May 8 with Mitzi Kornetz, radio director of the Community Fund, presiding. Relation of the radio station to the community and the common relationship between broadcasters and social services will be analyzed.

Radio speakers and topics include: A. N. Armstrong, general manager of WCOP Boston, speaking on radio management and station policies in connection with public service; Fred Garrigus, assistant program director of WEEI Boston, "Making Use of the Established Program;" Colton G. Morris, director of special events at WBZ Boston, "Education by Radio;" Ray Kiernan, news director of WHDH Boston, "News on the Air;" and Harvey P. Newcomb, radio director of Harry M. Frost Adv. Agency, Boston, "Copy for Radio Cubs."

WEEI's *Listen Ladies*, women's program featuring Priscilla Fortescue, will be originated from the Institute.

* * *

Television Courses

TELEVISION courses under the direction of Irwin Shane, head of Television Workshop and publisher of the *Televisor*, will start May 13, 7 to 9 p. m., with different courses each night of the week, at the Workshop, 11 West 42nd Street, New York. Registration fee is $5 and course fee is $20 per course. Agenda is as follows: Monday evenings (10 weeks), Techniques of Production; Tuesday evenings (10 weeks), Writing for Television; Wednesday evenings (9 weeks), Station Operation & Management; Thursday evenings (10 weeks), Program Production Workshop; Friday evenings (9 weeks), Technique of Television Commercials.

FCC STAFF REDUCED 200 IN FIVE MONTHS

ALTHOUGH personnel employed in old-line Government agencies as a whole increased 86,822 in the five months following V-J day, the FCC staff was reduced by 200, a report by the Congressional Committee on Reduction of Nonessential Federal Expenditures revealed.

Filed in the Senate Tuesday by Chairman Harry F. Byrd (D-Va.), the report recommended that Congress fix a ceiling on civilian employes in Government; that the President liquidate "expeditiously" war-emergency agencies, and reorganize other executive agencies with a view of reducing overall civilian personnel, and that Congress fix by law standards of personnel reporting and publication.

FCC's reduction of 200 did not include another 99 in overseas service. In August 1945 the Commission had 1,508 employes in the U. S. In September the figure was 1,519; for October 1,522; November 1,477; December 1,469, and January 1946, 1,308. Outside the U. S. the FCC had 151 employes in August, 145 in September, 136 in October, 126 in November, 117 in December and 52 in January.

Most of the FCC reduction was due to termination of war activities, such as the Foreign Broadcast Intelligence Service, which was transferred to War Dept.

In December 1939 the FCC had a total of 624 employes, the Byrd Committee reported, as compared to 1,469 in December last year, an increase of 135.4% in the 7-year period. The Bureau of the Budget had authorized 1,511 employes in July, August and September 1945, and 1,551 for the October-December quarter.

KARK NEXT TO Top Station

IN NATION IN DELIVERING

'BONUS LISTENING'

The Billboard Cover Feature

KARK Progresses

The KARK city-by-city Hooper continuous measurement record is really progression. Last year the station only tapped two firsts, Bob Burns and *World Parade*. Its major competition, ABC Station KGHI and CBS outlet KLRA, are both in the same town, so the hometown pull is equal—but the record (which follows) isn't.

Program	Nat'l Rating	City Hooper	Bonus Points	Rank
Fibber McGee and Molly	28.9	43.0	14,1	1
Mr. D.A.	20.8	32.6	11.8	1
Amos 'n' Andy ..	16.9	30.3	13.4	1
Eddie Cantor	17.2	27.8	10.4	2

That's a sweet record. When KARK tops 'em, it does so by at least 10 points. That's plenty of dialers—even in Little Rock.

The BILLBOARD'S analysis of Hooper ratings for October, 1945 - February, 1946, places Little Rock's KARK second among the nation's top network "Audience-Delivering" stations. And KARK produced a 43.0 rating on Fibber McGee and Molly—top figure in the nation!

HERE'S BILLBOARD'S STORY ABOUT KARK

The Little Rock market dominates Arkansas—and KARK delivers the Little Rock market! For the full story of KARK's leadership, talk with any Petry man!

NBC and SOUTHCENTRAL
Quality Networks

NBC

KARK 5000 WATTS - 920 Kc.
LITTLE ROCK, ARK.

Ed Zimmerman, Vice Pres. and General Manager, Little Rock, Arkansas
Natl. Rep.: EDWARD PETRY & CO., New York, Chicago, Detroit, St. Louis, Los Angeles, San Francisco

LIVE TALENT—ALIVE TO YOUR COMMERCIAL OBJECTIVE
NO. 7 OF A SERIES
WIBC
WIBC

A many-sided man is MacFarland

● Thanks to a fiddle-footed father, Rance MacFarland—while still in his tender teens—saw more of this world and those who dwell therein than most of us can ever hope to see. And perhaps that's why this same MacFarland—with a background of world traveler, hoofer, singer, G.I. and USO trouper—today has more facets than a Tiffany diamond.

You'll understand what we mean when you hear him on these three WIBC live talent shows . . . the on-the-serious-side "Poet's Friend" . . . the gay "P.M. Party" . . . the folksy "Jane Day's House." For these years of roaming and rubbing shoulders with all sorts of people—that plus the endowment of a rich voice—have made Rance MacFarland a versatile and valued member of the WIBC live talent staff.

You'll find this same quality of *versatility* in all of WIBC's ever-growing company of *sales-wise* entertainers. And somewhere among them, you'll find the personalities and the show tailor-made to your demands. So ask your John Blair man about a *pre-tested*, live talent show from the fastest growing station in Indianapolis—WIBC.

JOHN BLAIR & COMPANY • ***National Representatives***

OWNED AND OPERATED BY
THE INDIANAPOLIS NEWS

WIBC

MUTUAL OUTLET IN INDIANAPOLIS

Personnel Is Realigned By Hillman-Shane Adv.

FOLLOWING dissolution of Hillman-Shane Breyer Adv. and reorganization of Los Angeles agency under original name of Hillman-Shane Adv., David S. Hillman has announced realignment of personnel to service 16 accounts retained by that firm. He further revealed agency will move to larger quarters at 1206 Maple Ave., Los Angeles, on June 1.

Edward Stodel is radio director and account executive with Edward Braun, timebuyer. L. W. Briggs has been made production manager and Vicki Matisse, production department traffic manager. Mr. Hillman is copy director. Tom Dealey heads art department with William Martin his assistant. Isabel Young is director of fashion photography and Molly Lewin publicity director. Hassell Smith and Martin Newman continue as account executives.

JACKIE COOGAN, child movie star of yesteryear, was toasted at recent CBS reception in celebration of debut last Monday of *Forever Ernest* (Mondays 8-8:30 p.m.) in which he stars. Left to right: William J. O'Donnell, account executive of BBD&O, agency for Emerson Drug Co., sponsor of the program; Mr. Coogan; Arthur Pryor, vice president and director of radio, BBD&O; Allyn J. Marsh, assistant sales manager of CBS Network Sales; and Joseph A. Reid, CBS Network Sales. Other agency and network officials also were in attendance.

Thanks to

MUTUAL BROADCASTING SYSTEM

for

300th Party

WKRZ

OIL CITY, PENNA.

Kenneth E. Renekamp

Convention of CAB Lists Busy Agenda

Paid President and General Manager to Be Appointed

By JAMES MONTAGNES

APPOINTMENT of a new paid president and general manager, performing rights fees, public service activities and expansion of membership feature the agenda for the 12th annual meeting of the Canadian Assn. of Broadcasters at the Chateau Frontenac, Quebec, May 27-30. A heavy agenda has been lined up, most of which will take place behind closed doors with only members and associate members attending.

Opening day, Monday, has open session morning and afternoon, except for election of directors of the Bureau of Broadcast Measurement, which holds its annual meeting in the afternoon. The morning session will be devoted to annual reports of the CAB and appointment of committees. Harry Sedgwick, CFRB Toronto, chairman of the CAB board, will preside at all CAB sessions.

Tuesday Program

Closed sessions on Tuesday include report from CAB's engineer, Harry Dawson; election of directors; report and meeting of the cooperative Radio Bureau which services Canadian stations with Ottawa news and features; financial business; recommendation of the CAB board of directors regarding a new paid president and general manager to replace Glen Bannerman, whose term expired Feb. 28; approval of a change in the CAB constitution to allow associate membership for program producers. Station reps are now associate members.

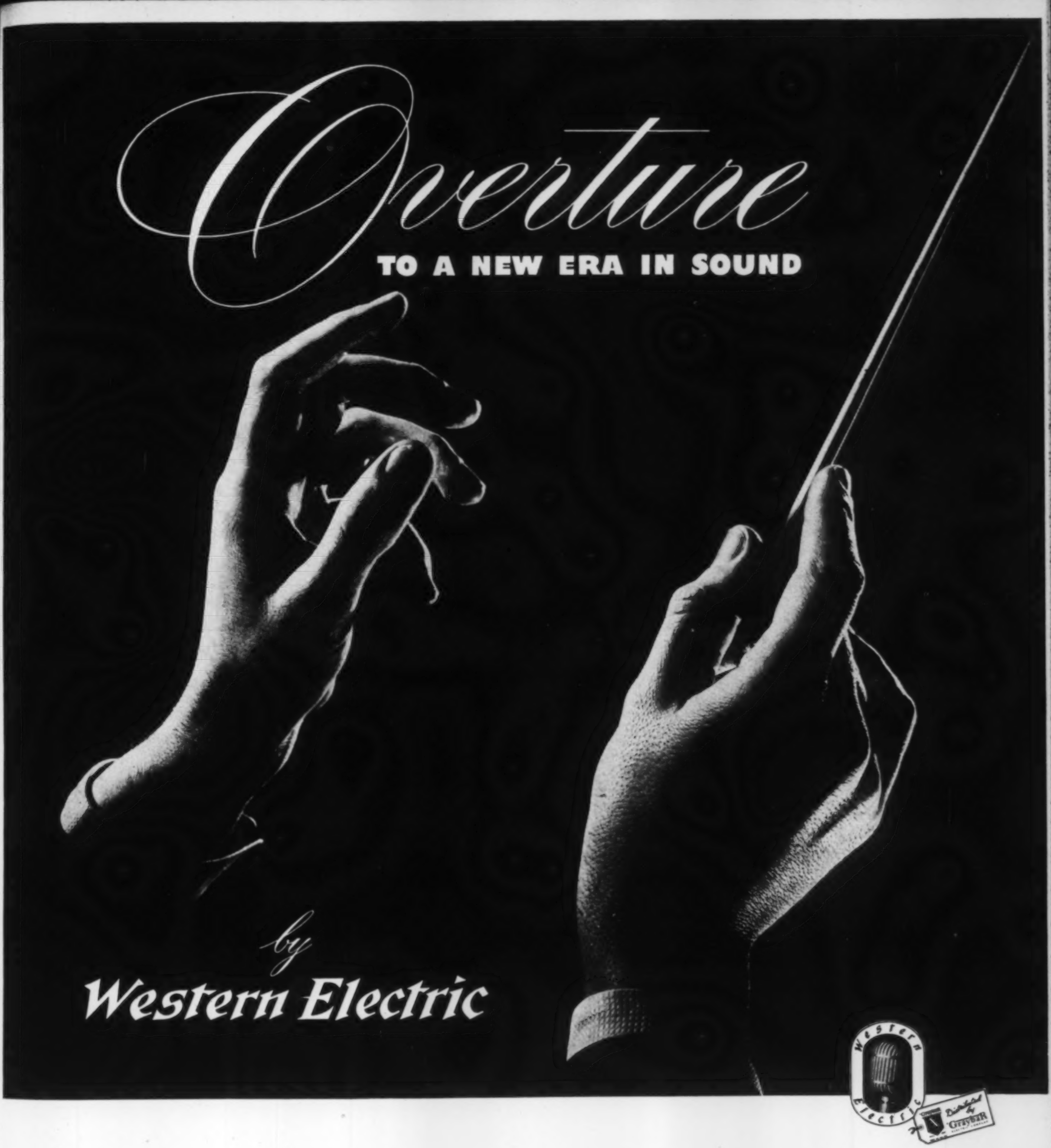
Annual banquet will be held Tuesday evening with Northern Electric Co. providing entertainment. Guest speaker will be Napier Moore, editorial director of MacLean Hunter Pub. Co., Toronto.

Wednesday morning closed session will take up performing rights fees, program and public service activities, standardization of rate structure, and a review of the work of the Parliamentary Committee on broadcasting. First golf tournament will be held Wednesday afternoon. Past conventions have been held in mid-winter.

Thursday morning will be devoted to unfinished business at a closed session, with appointment of standing committees to be announced at an open meeting.

Advertisers Elect

ORGANIZING under the title of The Advertising Agency Council, Denver advertising agencies elected Curt Freiberger of Curt Freiberger & Co. as chairman. Under auspices of Denver Advertising Club, group's aim is to improve relations with industry.


Overture
TO A NEW ERA IN SOUND
by
Western Electric
Western Electric
Distributed by Graybar

HAVE you ever heard a sound system with such natural tone, such emotional quality, such "presence" that you didn't know instantly that a sound system was in action? It's pretty safe to say you never have. But now you can!

Revolutionary advances born of wartime research have resulted in a new Western Electric loudspeaker that reproduces speech and music with unsurpassed fidelity.

You'll find it hard to believe you are listening to *reproduced* sound rather than the original. That is why this new Western Electric loudspeaker is destined to open a new era in all fields of sound reproduction.

How Ya' Go
'em Down O

MR. T. J. KANGAS

Associate Professor of Agricultural Extention Information of the University of Maryland, conducts two regular fifteen-minute periods weekly.

JOHN A. ZUFALL
(Happy Johnny)

Farm Program Manager of WBAL, knows and is known to most farmers in this area. During his eight years on WBAL, he has made personal appearances before several hundred thousand each year.

HERBERT L. ALKIRE

Meteorologist, in charge of the Baltimore office of the U. S. Weather Bureau, Municipal airport. Alkaire presents the latest weather information over WBAL each morning.

★ ★

ORGANIZATIONS CO-OPERATING WITH WBAL's FARM SERVICE

U. S. Dept. of Agriculture and its related agencies and departments.

Extension services of:
University of Maryland
University of West Virginia
University of Delaware
University of Virginia
Rutgers University
Penn State College

Other organizations

Md. State Horticultural Organization Society
Maryland Cooperative Milk Producers
Maryland State Bee Keepers Association
Maryland State Vegetable Grower's Association
Maryland Tobacco Grower's Association
Maryland Stockmen's Association
Maryland State Poultry Council
Maryland Horse Breeders Association
Southern State's Hillsboro-
Queen Anne's Marketing Cooperative
The American Foundation of Animal Health
Nursery Men's Association
Poultry and Egg National Board
American Veterinary Association
Maryland 4-H Clubs
Maryland State Grange
Maryland Farm Security Organization
Howard County Grange
Associated Women of the Md. Farm Bureau
Eastern Shore Farm and Home Laborsaving Show Organization

★ ★

WBAL serves farmers in Marylan Del
and parts of Virginia and West Vi nia.
the wealthiest agricultural counti n t

WBAL, with its powerful 50,000 tt
ers. And knows these farmers, too Kn
preferences . . . the kind of progr s t
early morning and noon Farm Ser e is
ers day as feeding his chickens. "Ha Jo

Latest reports and surveys show that the p war
this farm group will run into hundreds of llion
building, live stock, household equipment d g

If you have a message for this farm gr , p
medium. It is the basic advertising medi to

USE WBAL—*reach one of the wea iest*
areas in America.

Nationally Represented by EDWARD PE Y

nna Reach
The Farm?

ylan Delaware, Southern Pennsylvania,

t V nia. This area contains some of

unti n the United States.

000 tt voice is known to these farm-

to Knows their problems and their

rogr s they want and like. WBAL's

Ser is as much a part of this farm-

"Ha Johnny" is like one of the family.

he p ar purchase and improvement plans of

ds o llions of dollars . . . in farm equipment,

nent l general improvements.

n gr , powerful 50,000 watt WBAL is your

nedi to reach farmers in this important area.

we iest farm

PE Y & CO.

WBAL
NBC NETWORK
50,000 WATTS
BALTIMORE
1
ONE OF AMERICA'S
GREAT RADIO STATIONS

★ ★

WBAL FARM PROGRAMS INCLUDE

"MORNING ON THE FARM"

Daily, 5:45 to 6:30 a.m.

with T. J. Kangas of the University of Maryland, Galen Fromme and guests. Weather reports, farm briefs, news reports, market reports, bulletin board and music.

WEATHER REPORTS

Daily, 7:10 a.m.

Direct from the U. S. Weather Bureau at Municipal Airport.

"DINNER BELL"

Daily, 12:15 p.m.

With Jane Bastow, Food Economist of the University of Maryland (Each Thursday). Salute to Maryland counties (Each Tuesday). Daily farm briefs, market reports and music by Happy Johnny and his gang.

OTHER FEATURES:

MAN ON THE FARM—***Saturday, 12:15 p.m.*** Presenting farm authorities and agricultural information.

HAPPY JOHNNY AND HIS GANG—***Saturday, 12:45 p.m.*** Folk and popular music and humor.

NATIONAL BARN DANCE—***Saturday, 8 p.m.***

JUDY CANOVA—***Saturday, 9:00 p.m.***

GRAND OL' OPRY—***Saturday, 9:30 p.m.***

★ ★

MISS JANE BASTOW

Food Economist, Univ. of Maryland, presents a consumer report of the week with suggestions to farm homemakers on present day food problems.

LOUIS C. UHL, JR.

Local representative of the Production, Marketing Administration of the U. S. Dept. of Agriculture. Prepares and presents latest livestock market quotations direct from the Union Stockyards in Baltimore. Appears on the "Dinner Bell" program, Monday thru Friday.

JOHN J. DICKMAN

Special Service Director of WBAL, works closely with the agriculturalists of Maryland and surrounding states to co-ordinate the many phases of farm information.

Editorial

Petrillo vs. U. S.

WHETHER we're to have FM or television now or ever, it seems, is up to James C. Petrillo and the U. S. Supreme Court.

Mr. Petrillo, who either doesn't, or doesn't want to understand the language, has ruled again (after passage of the Lea Bill) that television will have to get along without music, and that FM stations must maintain separate staffs or pay standbys if they use music at all.

The Lea Bill, now the law, makes it a criminal offense, punishable by fine and imprisonment, to coerce broadcasters into hiring or paying for unneeded personnel. It prohibits featherbedding by unions. The ban on dual AM-FM transmission is featherbedding *per se.*

As to the television ukase there may be some question about the effect of the Lea Bill. AFM forbids any of its members from working in the field until Jimmy makes up his mind what effect it will have upon his union members. Previously he had banned use of film for television in an agreement entered into with the motion picture industry.

But if there is any doubt about Jimmy's motives one has only to read his signed editorial in the April issue of the *International Musician*, house organ of AFM. He makes no bones about the money or featherbedding aspects. And as to FM he says the FCC can change its mind about duplicating AM programs over FM stations, but the AFM won't. Some of the Petrillo quotes:

> "Television is not going to grow at the expense of the musicians. As television grows, the musician is going to grow with it, or we are not going to assist in its development.
>
> "* * * at the present moment our ruling still stands, and we cannot permit the services of our members for both types of transmitters (AM and FM) for one fee."

Petrillo has been advised by his attorneys that the Lea Act will not stand the constitutionality test, presumably because it is construed as "class" legislation.

It seems obvious that these latest thrusts against radio, which frustrate the development of two new arts and services, are designed to precipitate the court test.

Broadcasters can't knuckle under to the inevitable demands for double standbys for FM. There's nothing they can do about the refusal to open the way for music on television except invoke the terms of the Lea Act.

Under the Lea Act terms, action may be instituted against an AFM local *if* demands are made in violation of its terms. The complaint would go to the U. S. Attorney in the district in which the station is resident. Certainly any demand for double fees from an FM station operated under the same auspices as an AM station would constitute a direct violation of the new law.

We assume the Department of Justice won't be disposed to see this open defiance of the Lea Act. There should be that test case post haste.

Program Report: VIII

MANY STRANGE things have happened in radio since March 7. That was the eventful day when the FCC unceremoniously unloaded its Blue Book on program responsibilities of stations, and then sat back to contemplate the results, without explanation or clarification.

President Justin Miller ably is carrying on a high-level offensive against the FCC's report on legal and constitutional grounds. The FCC is doing everything possible to avoid court review. Universities on the one hand, and labor and other pressure groups on the other, are having a field day in exploring the pros and cons of the report. There are seminars, debates, forums, secret conferences and pow-wows. Many broadcasters are begining to stress their "public service" or "public interest" programs. They are cancelling commercials. They are donating time in some cases to questionable causes because they want to make a better "sustaining" showing.

Stations, in the aggregate, need make no apology for their public service. They should not for a second consider degrading their standards of program acceptance to appease pressure groups or to satisfy the FCC. There's nothing wrong with commercial radio except the FCC's wholly fallacious definitions as set forth in the Blue Book which label anything sponsored as non-public service and as iniquitous, and anything sustaining as beneficial.

Other agencies of Government learned a lesson during the war. Through the OWI, an allocation plan for channeling of war effort programs was established in collaboration with the media, the advertisers and their agencies. The most effective public reaction came through commercial programs.

With the end of the war, OWI passed on. But the Radio Allocation Plan did not. It was picked up, at the behest of responsible government people, in collaboration with the advertising fraternity. President Truman personally requested the Advertising Council to continue. At the same time he established a special division of the Office of War Mobilization and Reconversion to channel the informational activities of the 40-odd Government agencies and to coordinate through the Council.

This week the Advertising Council's Radio Division issues a report titled "The First Hundred Days" dealing with *Public Service Advertising in Action* for the period Jan. 1 to Mar. 31, 1946. The report, abstracted in this issue, reveals that 120 national radio advertisers participated in the network allocation plan and 43 in the spot plan, representing in all 260 commercial programs. There were about 150 additional sustaining programs. Broadcast time was given top priority for 18 major public service campaigns. The radio coverage totaled more than *four billion* "listener-impressions," or the equivalent of 40 messages per listener.

George P. Ludlam, radio director of the Council and wartime chief of OWI's radio bureau, pays tribute to the wholehearted cooperation of radio in amassing this "striking record of peacetime accomplishment in the public interest."

Under the FCC's Blue Book definitions, however, the genius of radio writers, directors and producers, the contributions of radio advertisers, networks and stations, are branded as "commercial", and therefore non-public service.

Our Respects To —

CHARLES BRUCE McCONNELL

WHEN the NAB board of directors convenes this October at the annual convention in Chicago, fellow-members will meet the newly-elected Eighth District Director, Hoosier C. Bruce McConnell, one successful broadcaster who both figuratively and actually began at the bottom. For it's all a matter of record that "Mac", as he is better known to his legions of friends, launched an auspicious business career over two decades ago as a shoe salesman.

Since then, dynamic fire has brought success to Mr. McConnell both in and out of the radio industry, which he entered just six years ago. Today, in addition to other Indiana business connections, he has WISH Indianapolis, WHOT South Bend and WHBU Anderson, Ind., and most recently was unanimously elected Eighth District Director of the NAB.

Mr. McConnell was born in Scorpio, Ind., on Sept. 26, 1902. After his initial business venture, mentioned above, terminated when the store owner refused to increase shoe prices so that the McConnell commission would be greater, he went from Indianapolis to Yorktown, Ind. There he became proprietor of his own general store.

Two years later, again chafing at the bit and with eyes on more ambitious horizons, he disposed of the store to join Hamilton-Harris Co., Indianapolis, as salesman. Result: the name "McConnell" was soon on the firm's sales manager office door.

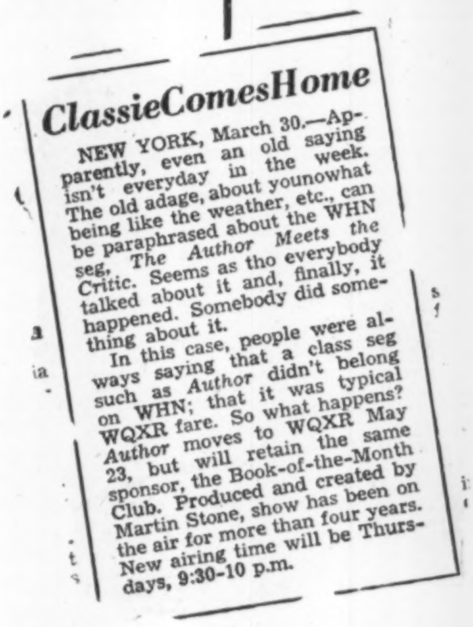
Incidentally, if you're in Hamilton-Harris Co. these days, you find the title of "general sales manager and vice president" now under the same name.

C. Bruce McConnell has pioneered in many forward-looking ventures in his home state and is credited with having contributed much to the business progress of both Indiana and Indianapolis. Besides his radio connections and position with Hamilton-Harris, he is founder and head of Merchandise Brokers, Inc. Another of his firms is S&M Sales Co., a vending machine company.

It was early in 1940, having harbored a deep-seated desire to enter the broadcasting field for some time, that he and his associates applied to the FCC for a 5 kw station in Indianapolis, Granted and on the air by mid-1941, WISH growth and popularity is an Indianapolis business legend. Spurred by this success, Mr. McConnell in 1944 sought authority for another new station, this time in South Bend, and again the FCC gave approval for what

(*Continued on page 50*)

We Agree With Billboard...



ClassieComesHome

NEW YORK, March 30.—Apparently, even an old saying isn't everyday in the week. The old adage, about younowhat being like the weather, etc., can be paraphrased about the WHN seg, *The Author Meets the Critic.* Seems as tho everybody talked about it and, finally, it happened. Somebody did something about it.

In this case, people were always saying that a class seg such as *Author* didn't belong on WHN; that it was typical WQXR fare. So what happens? *Author* moves to WQXR May 23, but will retain the same sponsor, the Book-of-the-Month Club. Produced and created by Martin Stone, show has been on the air for more than four years. New airing time will be Thursdays, 9:30-10 p.m.

"THE AUTHOR MEETS THE CRITICS"
Belongs on WQXR

Sponsored by The Book-of-the-Month Club, this literary "tug of war" will be broadcast weekly over WQXR.

Starts: Thursday, May 23rd, 9:30-10 P.M.

WQXR serves a discriminating audience of more than half a million New York families, receptive to stimulating ideas—appreciative of the best in music.

WQXR

WQXR AND FM STATION WQXQ
730 FIFTH AVENUE, NEW YORK 19, N. Y.

The Radio Stations of The New York Times

In
ROCKFORD
ILLINOIS
WROK
DELIVERS
★
CONLAN SURVEY
DECEMBER 9-15 1945

	% MORNING	% AFTERNOON	% EVENING	% ENTIRE SURVEY
WROK	43.4	36.6	28.7	34.3
Sta. "A"	24.1	15.5	22.3	20.0
Sta. "B"	11.8	17.6	12.0	14.1
Sta. "C"	13.5	25.0	34.7	27.3
Other	7.2	5.3	2.3	4.3

WROK
AN ABC STATION
★
NATIONAL REPRESENTATIVE
HEADLEY-REED

Respects

(Continued from page 48)

is now the new and enterprising WHOT.

Third station came when the FCC that same year granted application to purchase WHBU, long established in Anderson. Now, his acquaintances who know well of the McConnell far-sighted drive, predict his radio activities will blossom into even more encompassing fields of radio.

Mr. McConnell takes his seat on the board of directors of the NAB during the coming October convention in Chicago and neighboring radjomen out Indiana-Michigan way are forcasting great things for him. They say his personal popularity among midwest broadcasters and Hoosier business associates is one of those things more often found in fiction than in fact.

He is quite proud of his family, too. The charming Mrs. McConnell is frequently seen at his side at many broadcasters' "clambakes."

Son Robert B. is now associated with his father at WISH, and two pretty daughters, Joan and Sandra, can tell you the whole story about the programs on the McConnell radio stations, all three of which are affiliated with ABC.

Hobbies are only those where incentive factor plays an important part and, therefor, are confined to golf and card-playing. His best-known trade mark is the ever-present cigar in the familiar rubber holder.

His fraternal and social affiliations are many, among them being active membership in the Scottish Rite and Shrine, the Columbia Club in Indianapolis, Indianapolis Country Club, Junto of Indianapolis, New York Athletic Club, and several others.

MANAGEMENT

FRANK S. LAMBETH, before three years' service in the Army manager of the Lexington, N. C., studios of WMFR Hight Point, has been appointed manager of WMFR. He succeeds his mother, **HELEN M. LAMBETH,** who served as manager during the war and who will continue with the station in an advisory capacity. Mr. Lambeth, 25, has been in radio for six years.

W. L. PETERS, for 12 years general manager of KIEV Glendale, Calif., has resigned. **DAVID H. CANNON,** Los Angeles attorney and president of Cannon System Ltd., operating KIEV, will personally take over operations and be in charge of station policy.

MARK WOODS, ABC president, is to arrive in Hollywood May 17 to confer with **DON SEARLE,** ABC Western Division vice president, on network operations and building plans as well as participation in FCC television hearings starting May 20. Accompanying him will be **ROBERT KINTNER,** ABC vice president in charge of news, special events and public relations; **PAUL B. MOWREY,** ABC director of television; **FRANK MARX,** ABC technical advisor; **JOSEPH McDONALD,** ABC chief attorney.

JACK HEINTZ, general manager of KTMS Santa Barbara, Calif., has resigned.

EDWARD R. MURROW, CBS vice president and director of public affairs, on May 4 addressed the 60th anniversary of the Mount Holyoke Club of New York held at the Hotel McAlpin, New York. Title of his address was "How Firm Is the Peace."

C. L. MENSER, NBC vice president in charge of programs, June 3 is to receive a Doctor of Letters degree from Heidelberg College, Tiffin, Ohio, and on that day will deliver the commencement address, "Our Number One Problem Is People."

LEWIS ALLEN WEISS, vice president and general manager of Don Lee Broadcasting System, Hollywood, and vice chairman of the MBS board of directors, has highlights from his radio career included in movie film "Magic in the Air" being produced by Jerry Brandt, Hollywood.

DON SEARLE, ABC Western Division vice president, has been elected a director of Hollywood Chamber of Commerce for two year term. **SIDNEY N. STROTZ,** NBC Western Division vice president, was re-elected a director.

GEORGE CHANDLER, owner of CJOR Vancouver, B. C., was presented with an illuminated address signed by executives of all Toronto and Montreal advertising agencies on occasion of twentieth anniversary of CJOR.

WILLIAM REA Jr., owner and manager of CKNW New Westminster, B. C., is on an extended trip to the U. S. and eastern Canada. While in the East he will attend the Canadian Association of Broadcasters Convention in Quebec City the latter part of May.

"THE SELLING POWER IN THE BUYING MARKET"
KWKH
ARKANSAS
SHREVEPORT
TEXAS
LOUISIANA

In the Ark-La-Tex area, KWKH —with its 50,000 watts—is the No. 1 Medium, with full coverage and SELLING POWER in this prosperous market.

KWKH
CBS ★ 50,000 WATTS
The Shreveport Times Station
SHREVEPORT, LOUISIANA
Represented by The Branham Co.

Taylor Gets DSM

BRIG. GEN. TELFORD TAYLOR, general counsel of the FCC on leave to the Army, last week was awarded the Distinguished Service Medal for his military intelligence service in the ETO during the war. Recently promoted to brigadier general [BROADCASTING, April 29], General Taylor has also been named to succeed Justice Robert Jackson as American prosecutor in Nazi war trials in Nuremburg.

PHILADELPHIA'S
NO. 1 *Independent*

SPORTS!
MUSIC!
NEWS!

10,000 Watts WIBG
REPRESENTED: Nationally by Adam J. Young, Inc.
In New York by Joseph Lang, 31 W. 47th Street

As time Goes By . . ."
WCOA
WDLP
WJHP
WTMC

The minutes click off — the hands on the clock face move around and around — hitch your business to the caboose of the time train that stops at the four stations in Florida that produce results, that bring business unlimited your way — on time!

WCOA Scheduled to arrive from Pensacola with hours of fine shows, money-producing acts!

WDLP On time from Panama City with productions that unload results your way!

WJHP From Jacksonville to you with every available talent for selling your product.

WTMC Expected from Ocala with mid-state delivery for your product!

BO---a---a---rrr---d! All aboard the time train with its four Florida stops on the radio business map. Your ticket is a spot or show — we'll take care of the reservations!

Represented Nationally By:

JOHN H. PERRY ASSOCIATES

Wm. K. Dorman, Gen. Mgr.
John H. Perry Associates

John H. Perry, Jr., Vice-Pres.
WJHP WCOA WDLP WTMC

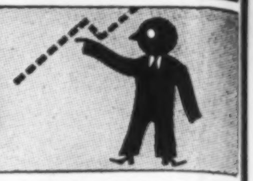
your MUTUAL friend
TRY IT AND "SPOT" THE DIFFERENCE
WHBQ
Memphis E. A. Alburty, Gen. Mgr.
Represented by RAMBEAU

IT'S A FACT!
You can cover Ohio's Third Market at less cost. American Network affiliate.
Ask HEADLEY-REED
WFMJ
YOUNGSTOWN, OHIO

SOON! 50,000 WATTS
TRANSMITTER NOW UNDER CONSTRUCTION
KOMA
OKLAHOMA CITY'S CBS STATION
National Representative: FREE & PETERS, Inc.

IN TOUCH WITH TOMORROW .... IN TUNE WITH TODAY
KGW
PORTLAND, OREGON
REPRESENTED BY EDWARD PETRY & CO.
NBC

AGENCIES



ROSS, GARDNER & WHITE Adv., new Los Angeles agency, has established offices at 1220 S. Maple Ave. Telephone is Prospect 7887. Firm is headed by **W. W. SCHWEIT** and **E. B. ROSS**, for 10 years with R. S. Wittenberg Adv., Chicago, and **H. M. GARDNER**, formerly head of his own Los Angeles agency. Among accounts are Lanz of California, Los Angeles (women's apparel stores); Davidson Meat Co., Los Angeles (national meat packers); Walter L. Schott Co., Beverly Hills, Calif. (manufacturer and distributor of electronic hardware, radio chemicals); Cordelia of Hollywood (brassieres); Sunrose Sportswear Co., Los Angeles (women's sportswear).

HELEN A. WELBON, account executive with A. K. Stone Adv., Los Angeles, has switched to Henry H. Sterling Inc. in similar capacity.

ARTHUR F. JONES has been elected to the board of directors of Erwin, Wasey of Canada, Toronto, as managing director. He was previously with Cockfield, Brown & Co., Walsh Adv., and MacLaren Adv., all of Toronto.

ADELE GILRUTH has joined Hazard Adv., New York, in charge of publicity on a new type nylon hosiery made on Scott & Williams machines. She formerly had been with Sheldon, Morse, Hutchins & Easton and Town Meeting of the Air.

WILLIAM PATRICK MULLEN, assistant to the vice president in charge of radio for Lennen & Mitchell, New York, May 4 was to marry Shirley Strotz, daughter of **SIDNEY N. STROTZ**, NBC Western Division vice president, at the home of Mr. and Mrs. Strotz.

ARTHUR CARTER, for three years in Italy as captain with Allied Military Government and Mayor of Amsterdam, N. Y., before his entrance into the armed forces, has been appointed account executivce of Leighton & Nelson Adv., Schenectady.

FEDERAL ADV., New York, May 1 moved to larger quarters at 385 Madison Ave. Agency has been located at 444 Madison Ave.

GEORGE L. THORNE, former announcer at WEBR Buffalo, N. Y., has joined Melvin F. Hall Adv., Buffalo, as radio director.

SOL KLAPPER, formerly of Fortune Radio Productions, New York, has joined the Julius J. Rowen Co., New York, as account executive.

LANSING MOORE after service with the AAF and former vice president of Holden, Stedman & Moore, Detroit, has opened an advertising agency under his own name at 1472 Broadway, New York, and in the Fox Bldg., Detroit.

L. W. FROHLICH & Co., New York, formerly at 14 E. 46th St., has moved to larger quarters at 56 E. 52d St., occupying entire building.

ROBERT F. WHITE, **WILLIAM H. BLAIR** and **FRANK L. WALTON**, all formerly with Bendix Aviation Corp., Teterboro, N. J., have formed new advertising agency, White, Blair & Walton, at 173 Maine St., Hackensack, N. J.

HARTLEY L. SAMUELS, head of Production Assoc., New York, on May 3 and today (May 6) addresses the retail advertising class at Long Island U. on the subject "Radio for Retailers."

CHARLES F. LOWE, former captain in the Army, has returned to the radio department of Erwin, Wasey & Co., New York.

HENRY SODERBERG, former head of the radio transcription division of the Office of Inter-American Affairs, New York, and previous to that with the sales division of Pan American Airways, New York, has joined Young & Rubicam, New York, as a member of the international division staff. Effective May 15 he will be located in Puerto Rico as agency's representative in that territory.

GEORGE B. DEARNLEY, formerly in charge of the mechanical department of McCann-Erickson, New York, has been appointed vice president and director of mechanical production of the agency. With the organization since 1917 when it was A. W. Erickson & Co., Mr. Dearnley is chairman of the national mechanical committee of the American Association of Advertising Agencies.

JOHN McGRATH Jr., former lieutenant commander in the Navy, has returned to Kelly, Nason Inc., New York, as account executive.

ERWIN DINION, discharged from the Marine Corps after three years' service, joins service staff of Fuller & Smith & Ross, New York.

DALE B. ROBBINS, formerly with Young & Rubicam, New York, has joined the copy staff of Bermingham, Castleman & Pierce, New York.

STANLEY GRAFTON MORTIMER Jr., former lieutenant commander in the Navy and before that an assistant account executive at Pedlar & Ryan, New York, has returned to the agency as an account executive.

DOROTHY HILLS, copy writer of Glasser-Gailey & Co., Los Angeles, has switched to Garfield & Guild Adv.

THOMAS ROSS, discharged from AAF, has joined The Tullis Co., Los Angeles, as account executive.

WADE CROSBY has been made account executive of Wookey & Roman, Hollywood agency.

GEORGE ARTHUR, former newscaster and special events announcer of KXL Portland, has joined Lockwood-Shackelford Co., Hollywood, as writer-producer.

LOU HOLZER, radio director of Lockwood-Shackelford Co., Hollywood, is father of a girl.

THOMAS H. A. LEWIS, vice president in charge of radio for Young & Rubicam, leaves Hollywood May 7 for 10 days of agency conferences in New York.

ADOLPHE WENLAND & Associates, Hollywood advertising agency, has moved main offices to 672 S. Lafayette Park Place, Los Angeles. Hollywood radio production offices will be maintained at 1456 Bronson Ave.

EDWIN M. SCHNEEBERG, recently discharged from the Navy and formerly on the copy staffs of N. W. Ayer & Son, and Benton & Bowles, New York, has joined de-Perri Adv., New York, as head of the copy department.

RICHARD WILCOX, formerly with Campbell-Ewald Co., New York, and previous to that with the Coast Guard, has joined LaRoche & Ellis, New York, as account executive. Previous to being with the armed forces, Mr. Wilcox was associate editor of Life Magazine, New York.

BREWSTER MORGAN, director of program development for Compton Adv., New York, is in Hollywood confering with **MURRAY BOLEN**, vice president in charge of West Coast operations.

STANLEY GRAFTON, released from the Navy as lieutenant commander after four years of service, has returned to Pedlar & Ryan, New York. He will be an account executive in the drug division of the agency.

LARS EKWURZEL, formerly with BBDO New York and released from duty with Army radar service in Alaska, has been added to creative staff of Fuller & Smith & Ross, New York.

C. M. (Cy) YOUNG and **JOHN HARJES**, formerly with Hill Adv., have joined Leon Livingston Adv., New York, as account executive and assistant account executive respectively. May 20 firm moves to enlarged quarters at 37 Wall St.

JAMES DUDULPH, formerly in creative department of Newell-Emmett Co., New York, joined G. M. Basford Co., New York, as an account executive on construction material division of appliance and merchandising section of General Electric Co., Bridgeport.

DAVID W. GOLDMAN, after 2½ years overseas Army service, returns to Goldman & Gross, Chicago.

WILLIAM O. DAVIS after service with AAF as major has joined the service staff of Walter M. Swertfager Co., New York.

RICHARD E. CRUIKSHANK has returned to the San Francisco office of Albert Frank-Guenther Law after four years with the Navy. He will direct a newly formed sales clinic.

JOHN F. HOULIHAN Jr., released from Navy, has joined San Francisco agency operated by his uncle, **JAMES HOULIHAN**.

FORD & DAMM Adv., Sacramento, Calif., has established a Fresno branch office at 326 C St. with **ROLLIN PICKFORD Jr.** in charge as manager.

LOUIS H. GREEN, formerly overseas with the OWI and before that head of his own art service, Edart, New York, has opened an advertising agency under his own name at 126 E. 59th St., New York.

AUSTIN PETERSON, Hollywood vice president of Ted Bates Inc., is in New York with several transcribed auditions of proposed summer replacement and fall shows for various agency accounts. He returns to his desk in mid-May.

WALTER E. THWING Inc., New York, has changed its name to Thwing & Altman. **DAVID ALTMAN**, vice president of the agency, becomes a partner.

HENRY L. BROWN, after service with the AAF and formerly in the publicity department of Doremus & Co., New York, has rejoined agency as assistant account executive.

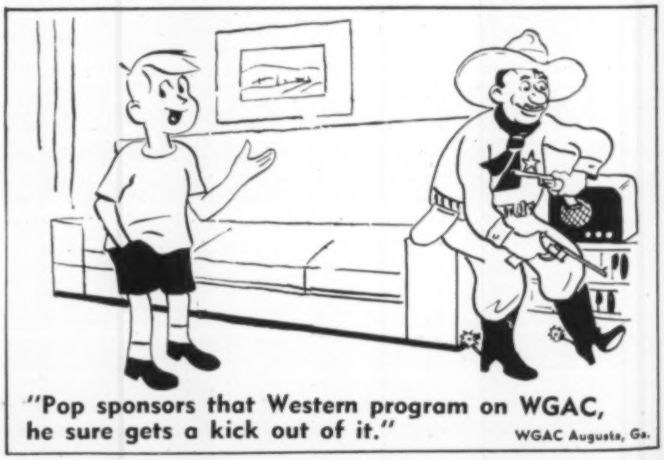
THEODORE FREDENBURGH, discharged from AAF as major, and before that advertising sales manager of Joshua B. Powers Inc., New York, has joined Export Adv., New York, as general manager.

HAL DAVIS, director of radio publicity for Kenyon & Eckhardt, New York, is the father of a boy, Richard Paul, born April 25.

KAYE SULLIVAN, for 15 months in charge of promotion copy for CBS-owned stations and previously with radio department of National Foundation for Infantile Paralysis, May 1 joined O'Brien & Dorrance as account executive and assistant copy chief.

W. B. PLUMMER, formerly on the Buenos Aires staff of McCann-Erickson, has been assigned to agency's Montevideo offices as resident representative.

HOWARD C. ALLEN, vice president and account executive of Albert Frank-Guenther Law, New York, has been elected to agency's board of directors.

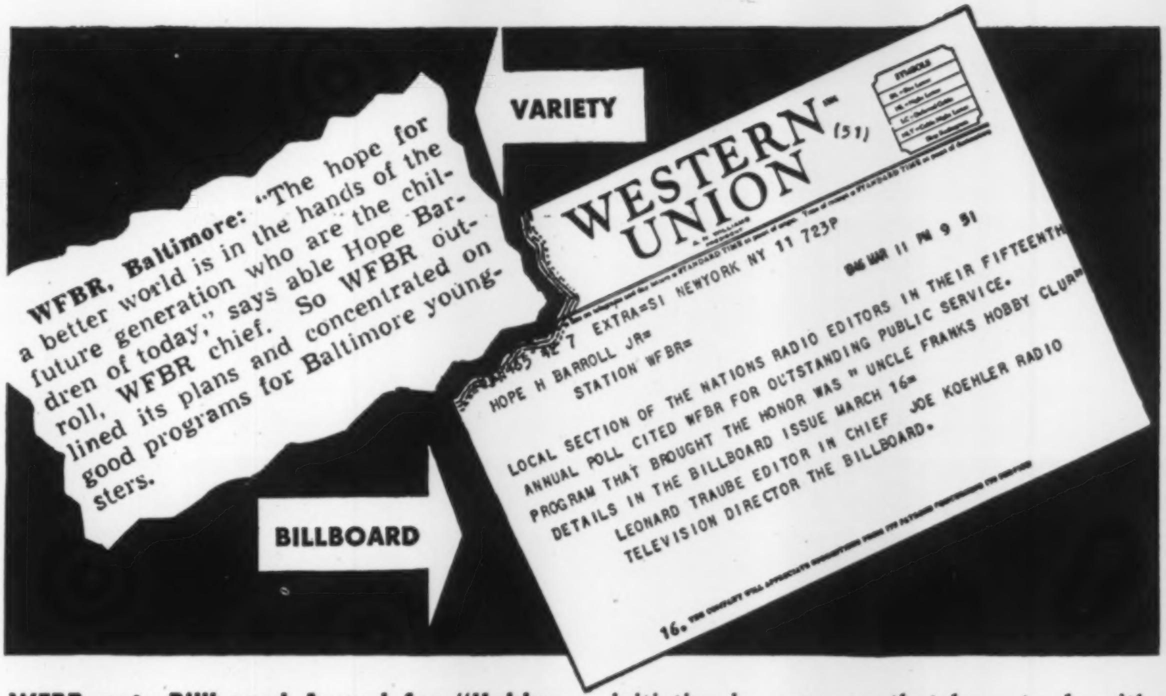

"Pop sponsors that Western program on WGAC, he sure gets a kick out of it."
WGAC Augusta, Ga.

THE ONLY BALTIMORE STATION

Cited by

BILLBOARD AND VARIETY

. . . WFBR



WFBR, Baltimore: "The hope for a better world is in the hands of the future generation who are the children of today," says able Hope Barroll, WFBR chief. So WFBR outlined its plans and concentrated on good programs for Baltimore youngsters.

WESTERN UNION (51)

1946 MAR 11 PM 9 51

465 42 7 EXTRA=SI NEWYORK NY 11 723P

HOPE H BARROLL JR=
STATION WFBR=

LOCAL SECTION OF THE NATIONS RADIO EDITORS IN THEIR FIFTEENTH ANNUAL POLL CITED WFBR FOR OUTSTANDING PUBLIC SERVICE. PROGRAM THAT BROUGHT THE HONOR WAS " UNCLE FRANKS HOBBY CLUB= DETAILS IN THE BILLBOARD ISSUE MARCH 16=
LEONARD TRAUBE EDITOR IN CHIEF JOE KOEHLER RADIO TELEVISION DIRECTOR THE BILLBOARD.

16.

WFBR gets Billboard Award for "Hobby Club of the Air" and special mention by Variety for work on Children's Programs.

Two more examples that WFBR—Baltimore—is a living, breathing radio station that accepts full responsibility of a radio station's duty to the community.

This duty has always taken the form of civic, charitable and church support and in the cases noted by Variety and Billboard of initiative in programs that have to do with the welfare and education of Baltimore children.

This is typical of WFBR—Baltimore's only Radio Station that attracts large studio audiences and crowds of daily visitors—the only Baltimore Radio Station that gives all the glamour of Radio City in smaller replica.

Not just a spot on a dial, WFBR delivers the real Baltimore listener—the one who listens and buys.

MEMBER—AMERICAN BROADCASTING CO. • NATIONAL REPRESENTATIVE—JOHN BLAIR & CO.

WFBR

WAVE PUTS THE FROST ON JULIP (Ky.)!

Sure we like Juleps — when the main ingredient is present! In markets, that's *buying power*:— and Julip (Ky.) contains practically none of it! Here in Kentucky the best place to find it is in WAVE's Louisville Trading Area—where people spend more money than all the rest of all the people in all the rest of the State, *combined!* You won't make a mint out of Julip, so why pay extra for it?

LOUISVILLE'S WAVE
5000 WATTS . . 970 K.C. N.B.C.
FREE & PETERS, INC.
National Representatives

Duffield Is Named WOWO Manager

Chief Engineer to Fill Post At Westinghouse Station

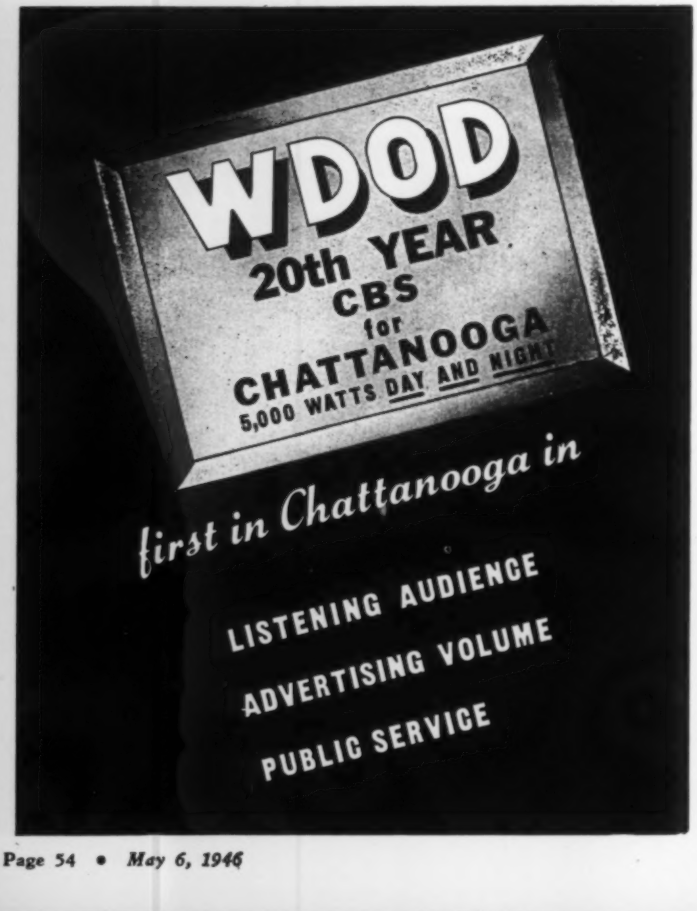
ROBERT G. DUFFIELD JR., former chief engineer of WOWO Fort Wayne, became manager of the station last Wednesday. His appointment was announced Tuesday by John B. Conley, manager of Westinghouse Radio Stations Inc., licensee of WOWO.

Mr. Duffield, released from the Army last month as a lieutenant colonel upon return from duty in Japan, relieves Paul E. Mills, interim wartime manager who returns to the post of sales manager which he relinquished in January 1945 when Mr. Conley left the managership of WOWO to manage KEX, WRS station in Portland, Ore. H. D. Longsworth, WOWO sales manager for the past 16 months, will be in regional sales.

The new WOWO manager, now 38, has served with every station of the original Westinghouse group. In 1927 he joined KYW in Chicago, original location of the present Philadelphia station. He subsequently was at KDKA Pittsburgh, WBZ Boston, and WOWO before joining the army in 1942. He served a year in the Office of the Chief Signal Officer, and spent 34 months in the Pacific.

Radio News Column

DAILY radio news column now is being carried in the Portsmouth (Ohio) Times below regular radio log. Times is only newspaper in Portsmouth. WPAY, CBS outlet, is local station.



COMMERCIAL

ROBERT E. HOWARD, former West Coast representative of NBC National Spot Sales Dept., has been appointed NBC Western Division spot sales manager. Joining network in 1942 as a spot salesman in New York, Mr. Howard went to West Coast that same year as representative.

MILTON (Chick) ALLISON, sales manager of WPEN Philadelphia, is in Presbyterian Hospital for a check-up.

JUANITA HALL of the traffic department of North Central Broadcasting System, Chicago, has been transferred to organization's New York office.

EDWARD R. HITZ, former assistant to the NBC vice president in charge of network sales, New York, has been appointed assistant sales manager of eastern network sales. Before joining NBC as a salesman in 1928, Mr. Hitz was in the advertising department of the New York Daily News.

SGT. DAVID N. SIMMONS, formerly with KDYL Salt Lake City and KPO San Francisco as salesman, has been assigned to "Crossroads" as a program officer, aiding in radio coverage of the atomic bomb test.

JOHN M. GREENE after service with the armed forces and former circulation manager of NBC New York, has returned to the network's television sales department.

HARRY WHEELER, salesman at WCOP Boston, is the father of a boy.

HENRY E. RINGGOLD of the Edward Petry Co., New York, received slight injuries April 25 in the Naperville, Ill., train crash.

CAM PERRY, with CJOC Lethbridge, Alta., for 10 years, has been appointed commercial manager, moving up from the production department. **LORNE MACLEOD** has been added to the CJOC sales staff.

VERNE LINDBLADE, account executive of KFAC Los Angeles, and **PEARL VORHEES**, auditor of KRKD Los Angeles, are to be married in late June.

Paul Miles Is Awarded Legion of Merit by Navy

CAPT. PAUL DOMBEY MILES, head of the frequency service, allocation division of the FCC Engineering Dept., has been awarded the Legion of Merit for his accomplishments while attached to the frequency section of the Division of Naval Communications, from Dec. 7, 1941, to Sept. 30, 1945. He has been with the FCC since November.

According to the citation, he "rendered distinctive service in the procurement, assignment and protection of frequencies for communication and electronic use both nationally and internationally. . . . In addition he served as Navy member of the Frequency Allocation Committee, Combined Communications Board; Advisory Committee XI, Board of War Communications; technical subcommittee of the State Dept. Special Committee on Communications; as chairman of the Interdepartment Radio Advisory Committee; as Navy representative at the Third British Commonwealth and Empire Conference on Radio for Civil Aviation at London, and as a Navy Delegate from the United States to the Third Inter-American Radio Conference at Rio de Janeiro."

Mr. Wallace

WILLIAM L. WALLACE, with Chicago office of Weed & Co., has been appointed midwestern sales manager of John E. Pearson Co., Chicago. In addition to supervising Chicago sales, he will cover North Central States. Former manager of North Central Broadcasting System, Mr. Wallace previously had been account executive of WLOL Minneapolis as well as national sales manager of KFBB Great Falls, Mont., and manager of KOVC Valley City, N. D. He had entered radio in 1932 at WDAY Fargo, N. D., becoming commercial manager of KGFK Moorehead, Minn. (now KVOX), two years later.

Signs WNBT Hour

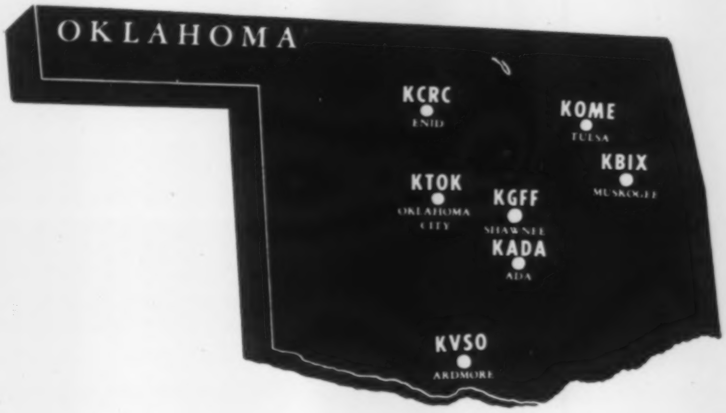
STANDARD BRANDS, New York (Chase & Sanborn Coffee), May 9 for 52 weeks starts a weekly full-hour television variety program on WNBT New York, Thurs., 8-9 p.m. Format of the new show will feature a different mistress of ceremonies weekly and guest stars. Agency is J. Walter Thompson Co., New York.

Biow Elopes

RICHARD M. BIOW, secretary of the Biow Adv. Co., New York and Adet Lin, authoress-daughter of the eminent Chinese philosopher and author, Dr. Lin Yutang, April 15 were secretly married in Boston, her father announced last week. Mrs. Biow, who served with the Chinese Army for two years during the war as a Captain, was co-author, with her sisters, Anor and Mei-mei, of *Our Family*, published in 1939 and *Dawn Over Chungking*, in 1941. Mr. Biow served as a lieutenant in the Navy during the war. His father, Milton H. Biow, is president of the Biow company.

"Save me, Mortimer! I must listen to the Breakfast Club tomorrow on WFDF Flint."

You're Missing


OKLAHOMA
KCRC
ENID
KOME
TULSA
KBIX
MUSKOGEE
KTOK
OKLAHOMA CITY
KGFF
SHAWNEE
KADA
ADA
KVSO
ARDMORE

A BIG SEGMENT OF OKLAHOMA'S BUYING POWER IF YOU'RE NOT USING THE . . .

OKLAHOMA NETWORK

7 Stations. . . Covering 7 Major Markets

Seven stations—each with a concentrated audience in the seven major markets in Oklahoma—each having DOMINANCE in their markets—most of them ALL OF THE TIME! That's what you get when you use the Oklahoma Network . . . and you can use ALL SEVEN STATIONS or AS FEW AS THREE . . . and still get the network rate!
Just give us the opportunity, and we'll prove how you get MORE AUDIENCE at a LOWER COST by using the OKLAHOMA NETWORK!

Penetrate these concentrated major market audiences with THE OKLAHOMA NETWORK!

ONE CONTRACT . . . . . ONE CONTACT . . . . . ONE STATEMENT!

AMERICAN BROADCASTING
AFFILIATES IN OKLAHOMA

●

KADA—Ada
KBIX —Muskogee
KCRC —Enid
KGFF —Shawnee
KOME—Tulsa
KTOK —Oklahoma City
KVSO —Ardmore

AFFILIATED WITH
TAYLOR-HOWE-SNOWDEN
Radio Sales

ROBERT D. ENOCH, Managing Director
APCO TOWER
OKLAHOMA CITY 2, OKLAHOMA

A FACT!

You cannot get complete coverage of the rich agricultural, livestock and oil empire that is West Texas unless you use

KRBC KBST
ABILENE BIG SPRING

KGKL
SAN ANGELO

Joined by interconnecting lines these three quality stations are available in combination at a big saving as

WEST TEXAS NETWORK

You'll reach a 1940 population of 404,000 (now estimated at nearly a half million).

You'll have a ready-built audience—built by American, Mutual and superior local programs.

You'll have up-and-at-them merchandising service.

Get the Most for Your Advertising Dollar in West Texas! Use the

WEST TEXAS NETWORK

Represented Exclusively
by
JOHN E. PEARSON CO.

ALLIED ARTS

HERBERT E. TAYLOR Jr., director of sales for the transmitting equipment sales department of Allen B. Du Mont Labs., has been appointed chairman in charge of banquet arrangements for the second conference and exhibition of the Television Broadcasters Assn., to be held Oct. 10-11 at the Waldorf-Astoria Hotel, New York. **PAUL RAIBOURN** is chairman of the awards committee which will present awards to individuals and stations for outstanding contributions to the development of television broadcasting.

ANN RAWLEY, formerly with Banner & Greif, New York, public relations firm, has opened a publicity organization under her own name at 149 W. 12th St., New York.

DANIEL RICHARD JORDAN after service with the Army and formerly in the promotion department of Hearst newspapers, New York, has opened a public relations and publicity firm under his own name at 272 North Ave., New Rochelle, N. Y.

M. B. LAMONT, formerly with Philco Corp. and a pioneer in perfecting auto radios, has been appointed products manager of the radio and television division of Bendix Corp., in charge of electrical detail in radio, FM and television. During the war he served as expert consultant to the War Dept. on communications radar and guided-missiles in the North African and the China-Burma-India theatres.

ROONEY Inc., Hollywood program package firm, has recorded for regional sponsorship a series of 26 half-hour programs starring George Jessel and including Vocalist Joan Barton and Bill Bunt conducting 24-piece orchestra. Titled "Something for the Family," variety program is produced by Vic Erwin. Sam Carlton and Mr. Jessel collaborate as writers.

WILLIAM A. SCHEUCH, former vice president of Nassau Smelting & Refining Co., Tottenville, Staten Island, a subsidiary of the Western Electric Co., New York, April 30 was elected president of the company succeeding **FREDERIC W. WILLARD**, who has retired after 40 years of service with the Bell System. **GEORGE J. BOILEAU**, former treasurer of the company, was elected vice president and succeeds Mr. Willard on the board of directors. **E. F. BAXTER**, assistant treasurer of Western Electric Co., has been elected treasurer of Nassau in addition, and **E. F. STOCKER**, formerly in charge of personnel and labor relations, has been elected assistant treasurer.

INTERMOUNTAIN Radio Council, Salt Lake City, has elected as president **LORIN F. WHEELRIGHT**, supervisor of music for Salt Lake City schools. **EMERSON SMITH**, program director of KDYL Salt Lake City, is new vice president. Treasurer is **MRS. KENNETH W. NILNER**, who directs Saturday morning program on KDYL in behalf of the Visiting Nurse Assn. and the American Red Cros. **ALTA MILLER**, former secretary, also is new vice president. **RUTH LIPPENBERGER** becomes secretary.

C. E. HOOPER Inc., New York, has published its "Sectional Hooperatings" report for the fall and winter, October 1945 through February 1946, showing regional ratings for the various network programs and times of day, compared with their 32-city national ratings.

NATIONAL RADIO CLEARING HOUSE, New York, has announced a new service, "Relay," which proposes to deliver information of station time and program availabilities to 500 agency timebuyers and account executives in the New York metropolitan area within three hours of its receipt.

NEIL T. REGAN, former major in the Army and before that with Steve Hannagan, publicity, Miami Beach, is returning to the New York office to handle Willys-Overland account.

DR. DONALD HORTON, CBS manager of the Television Audience Research Institute, New York, on May 16 is to address the dinner session of the American Marketing Assn. spring convention at the Statler Hotel, Boston, on "Television: Its Impact Upon Postwar Marketing."

C. P. MacGREGOR Co., Hollywood transcription producer, and Radio Writers Guild, after weeks of negotiation, April 23 reached agreement in wage controversy with new writer minimum of $100 per 30-minute script. It more than doubles former minimum of $45. New quarter-hour script minimum is $50. Authors are to be paid within 10 days after shows are recorded. New minimum is designed as overall pattern to be used in effecting agreements with other transcription firms.

FRED P. ANDREWS, former colonel and commanding officer of the Alaska Communications System, Seattle, has been appointed assistant to the president of Press Wireless, New York.

VIC ERWIN, associated with On-The-Air Inc., Hollywood program packager, has switched to Rooney Inc. and is in charge of production of all package shows.

WALLY MOODY, official of Electrical Musical Industries Ltd., London, after 10 days in Hollywood observing recording methods, has returned to New York and sails for England May 12 aboard the Queen Mary. EMI controls four of the five disc labels in Great Britain.

HOLLYWOOD RADIO DIRECTORS GUILD will hold a special election of officers and council in early June. To assist in organizing union, incumbents accepted positions in December 1945 with understanding term was for only six months. To be replaced are **PAUL FRANKLIN**, president; **TRUE BOARDMAN**, vice president; **ROBERT DWAN**, secretary; **THOMAS FREEBAIRN-SMITH**, treasurer, and six council members.

DONALD T. SHEEHAN, recently a lieutenant colonel in AAF, has been named special consultant on public information and publications to U. S. Office of Education. He will advise on wider use of media for educational purposes.

R. B. BOONEY, formerly with Crosley Corp. and transmitter design engineer at RCA Camden, N. J., has joined Burgess Dempster, Los Angeles public relations agency.

DAVID GERSTEIN, during the war industrial specialist for the Radio Procurement Division of AAF, has been appointed assistant to the vice president by RCA International Corp. for the sale and promotion of the company's export line.

IMPERIAL RADIO PRODUCTIONS, Toronto, has been appointed exclusive Canadian representative for Stark-Glenn Productions, Chicago.

TED MacMURRAY, producer of ABC "Coronet Storyteller," has been named head of new radio department for A. George Volck Inc., Beverly Hills, Calif., talent service agency. Mr. MacMurray will represent firm's motion picture clients for radio.

MITCHELL J. HAMILBURG, Hollywood talent agent and program packager, is in New York to establish a branch office. **EDDIE ROBERTS** is to be in charge of New York operations.

GLENN DOLBERG, western field representative of BMI, is on a stations relations trip through Texas, Arizona and New Mexico. He returns to Hollywood headquarters in mid-May.

CHARLES F. McCANDLESS, former manager of the research department, Kudner Agency, New York, and previous to that research director of J. P. Tarcher & Co., New York, has been appointed assistant director of Inter-American Research Service, New York.

SID JANIS, Hollywood manager of BMI, is in New York for home office conferences on West Coast expansion and operations.

MARGARET HALMY, former assistant to the advertising manager of Celanese Plastics Corp., New York, has opened an advertising and public relations office under his own name at 40 Grace Court, Brooklyn.

KFMB
Sells
SAN DIEGO

San Diego placed second* in per capita Retail Sales in the entire U. S. KFMB brings you this lucrative market right from the inside. (94.2% of San Diego lives within 15 miles of our antenna).

*March Sales—Management Index

KFMB
BASIC AMERICAN NETWORK
(Pacific Coast)
SAN DIEGO, CALIF.

Owned and Managed by JACK GROSS
Represented by the BRANHAM CO.

WBNS
REACHES HOME
For Example
HOOPERATING
COLUMBUS, OHIO
FALL-WINTER '45-'46
ELLERY QUEEN
20.5
ASK ANY
BLAIR MAN
COLUMBUS

Color Discs Best, Says CBS Expert

Television Systems Compared

By Dr. Peter C. Goldmark

"EVEN if a satisfactory electronic device for color television were invented it would offer no 'appreciable improvement' over present mechanical discs used for color transmission."

This statement, made Monday at a reception given by CBS Western Division, Chicago, for the network's director of engineering research, Dr. Peter C. Goldmark, was believed a tacit confirmation that CBS would not depart from its present research in color television with mechanical means. Dr. Goldmark said, in his opinion, the best electronic color could do for television would be to "duplicate color discs."

'Phenomenon' Seen

"It is a phenomenon of our time that the first device we could discover (sic., color discs) have proven to be the best possible for the results we have been striving for. It will be a long time, if ever, before anything can equal it," Dr. Goldmark told his audience. "In fact," he added, "present electronic research has not been encouraging."

Dr. Goldmark said CBS will continue its experiments in color television on the present basis after exhaustive tests which have been accepted by the general public on the basis of 6-1.

In answer to questions on his opinion of the controversy over high and low frequencies for television, Dr. Goldmark declared that even if color television did not exist, he would still favor higher frequencies for black and white definition.

The CBS television expert said the 400-1000 mc band is "ideal" for color television. Equipment now available, he declared, is best suited for bringing color television to the public.

Questioned on his viewpoints on the quality of television production, Dr. Goldmark admitted that, on the basis of what he had observed, little of "importance" had been done.

"Production for the most part is amateurish and the mistakes are obvious. It may be years before programming will catch up with the technical advancement of television," he said.

Dr. Goldmark declared color television should be available to the public "not much later" than black and white, but when the latter would be available for the general public, he did "not know."

Production Going Up

CANADIAN RADIO receiver production is increasing, according to figures released by the Dominion Bureau of Statistics, Ottawa. Canadian radio manufacturers produced 31,659 sets in January, which compares with total 1945 sales of 44,343 sets.

WOOLF BOOK CITES RADIO'S DUAL ROLE

"THE MEDIUM that has had the most sensational development, reaching the 'favored few' as well as the common run of man, is radio," writes James D. Woolf, former vice president, J. Walter Thompson Co., in *Advertising to the Mass Market* (Ronald Press Co., New York. $3.50).

"As a dual-purpose medium, completely universal in its appeal, it (radio) probably has no rival," Mr. Woolf continues. "It is true that the character of the show picks the audience. There are some broadcasts directed at people of above-average intelligence and culture that get only limited Crossley ratings, just as there are magazines such as the *Atlantic Monthly* that attract only a limited and select readership. Then there are other shows that are neither 'highbrow' nor 'common,' such as *Information Please*, which get middle ratings—not high, not low.

"The top-rating broadcasts, such as the Jack Benny, Charlie McCarthy, and *Fibber McGee and Molly* shows, are truly universal; they seem to appeal to everybody, high and low, mass and class. The soap opera type of show, on the other hand, surely reaches only a restricted audience of a pretty low intellectual level of emotional stability. Perhaps I am wrong, but how can it be otherwise?"

CPA

(*Continued from page 24*)

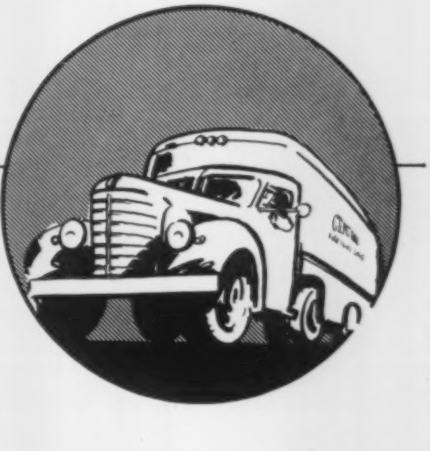
the local housing program?"

NAB contended in its petition that only about a fifth of overall expenditures in broadcast projects will be devoted to building and construction (towers and equipment installations are not classified by CPA as construction items). If broadcasters had the $15,000 exemption applied to utility and industrial projects, most of the pending projects could be started on a bare-bones basis, NAB argued.

In asking CPA to draw up a special national policy for broadcasters, NAB said such action would permit uniform decisions and interpretations locally. NAB pointed out that FCC estimates it will have granted about 1,100 new stations by the end of 1946.

First direction by CPA to ease its construction order was issued April 30. It raises the $1,000 limit on commercial projects in the Hawaiian area (including radio stations) to $5,000 because of disaster conditions from April tidal wave.

Four radio projects are pending in Hawaii. KHON, project of Aloha Broadcasting Co., Honolulu, plans to go on the air this summer on 1490 kc with 250 w. Island Broadcasting Co., Honolulu, was granted a CP April 10 for 5 kw on 630 kc. Pacific Frontier Broadcasting Co. was granted a CP March 21 for 690 kc 10 kw at Honolulu. Maui Publishing Co. on April 17 received a CP for 1 kw on 550 kc at Maui.



Fulton Lewis, jr.

local BUY makes good in WACO, TEXAS

Says KWTX, new Mutual affiliate in Waco: ". . . before any of the salesmen for KWTX made contact with advertisers in Waco and before we had even announced publicly that we were a Mutual affiliate, word got around that we were joining Mutual, and that Fulton Lewis would be available for local sponsorship. The program was immediately taken away from us, so to speak, by Central Freight Lines, Inc., and no less than 30 sponsors HAVE REQUESTED SPONSORSHIP OF THIS OUTSTANDING PROGRAM . . ."

Stations and sponsors alike are unanimous in acclaiming Fulton Lewis, jr., *the Number One Cooperative Program* on the air because he SELLS—

and he'll SELL your product, too!

Effective local tie-ins are accomplished by insertion of local advertisers' commercials. Fulton Lewis, jr., is presently available for local sponsorship in a few choice markets.
Wire, phone or write us NOW for complete information.

COOPERATIVE PROGRAM DEPARTMENT
MUTUAL BROADCASTING SYSTEM
CO-OP
1440 BROADWAY, NEW YORK 18, N. Y.
TRIBUNE TOWER, CHICAGO 11, ILL.

PRODUCTION

ANNE COLLINS has accepted the post of program director of WCNT Centralia, Ill., and will take over her new duties about July 1. She was formerly public service director of WDAY Fargo, N. D. WCNT is owned by **HOBART STEPHENSON**, will operate on 1210 kc with 1 kw daytime [BROADCASTING, March 4].

EUGENE JELESNIK, musical director of KDYL Salt Lake City, has acquired a new addition to his collection of violins. The instrument is believed to have been made in 1643 by Nicholas Amati, predecessor of Stradivarius.

JOHN O. (Jack) JUREY, released from the Army after three years' service, has rejoined WKBN Youngstown, Ohio, as staff announcer. Mr. Jurey, now 22, was station's youngest announcer, assuming initial position on regular staff upon graduation from high school at age of 17.

FRANK C. BALMERT has returned to the announcing staff of WPAY Portsmouth, Ohio, after service of 31 months in 75th Infantry Division. **ED SCHULETER**, former sound effects engineer at WLW Cincinnati for three years, and **BOB McHENDRIX**, also former sound effects engineer and night club m.c., are new additions to WPAY announcing staff as is **CARL BODNER**, veteran of 29 months' service with Ninth Air Force, of which 23 were in ETO.

MURRAY ARNOLD, program director of WIP Philadelphia; **VARNER PAULSEN**, WIP production manager, and Announcer **JOHN PAUL WEBER** have been awarded the Bronze Star Medal in presentation made by Maj. Gen. Leland Hobbs and broadcast by WIP. Mr. Arnold received his award for heroic action during the Battle of the Bulge. Mr. Paulsen served with Armed Forces Network and Mr. Weber for meritorious service with the 69th Infantry Division.

DOROTHY DAY, WINS New York women's commentator, May 1 was m.c. at the Junior Deb Fashion Show held at the Ritz-Carlton Hotel, New York.

JEAN WORTLEY has been added to the program department of WIBG Philadelphia.

BILL OSTBERG, formerly with WKNE Keene, N. H., and previous to that with WORC Worcester, Mass., has joined the announcing staff of WTAG Worcester.

BERT SCHLANGER after service with the armed forces and formerly on the announcing staff of WOV New York, has joined WCOA Pensacola, Fla., as announcer.

DICK NORMAN, released from the AAF as captain and prior to service with WOR New York and WCOL Columbus, Ohio, has joined WINX Washington as announcer.

DON ALT, continuity director at WMT Cedar Rapids, Iowa, has been named a member of the Cedar Rapids All-Veterans Housing Committee.

BARBARA DRAPER, formerly with WNOX Knoxville, Tenn., and WLOF Orlando, Fla., has been added to the continuity staff of KCMO Kansas City.

GEORGE W. SLADE, former promotion and publicity manager and now WBZ Boston and WBZA Springfield, Mass. director of education, has been presented silver medal award by U. S. Treasury Dept. for his aid in war bond campaigns.

HARRY WALSTRUM has been assigned announcer on weekly ABC "Dark Adventure," sponsored by Wildroot Co.

CY HARRICE, announcer, formerly heard on network programs in Chicago, is now in New York announcing the "RCA Victor Show" on NBC, "Quick as a Flash," MBS, and also appearing on "Borden's County Fair," CBS.

CLAYTON (Bud) COLLYER, known to radio audiences as "Superman" on the MBS series, May 8 is to address New York school children at a Youthbuilders meeting in Town Hall, New York, on juvenile delinquency, its causes and remedies.

KATE SMITH, CBS singing star, is to give a series of two concerts for Stadium Concerts Inc., first to be held June 22 at Lewisohn Stadium, New York, and the second on June 27 at the Dells in Philadelphia. Paul Lavelle will conduct the New York Philharmonic Orchestra, accompanying Miss Smith, and also will give a concert of his own selections on those nights.

GILL HODGES, former captain in the Army and before that announcer at WTAG Worcester, Mass., has returned to that station as chief announcer.

HUBERT BATEY, after 15 months' service in the Navy, has rejoined WSB Atlanta, Ga., as announcer.

MAURICE COPELAND, who portrays Banker Pendleton in "Ma Perkins" series on NBC and CBS, is the father of a girl, Claudia, born April 27.

STAN WARANCH, chief announcer of the Radio Production Section, Information and Education Branch, Fort Bragg, N. C., and former announcer at WGBR Goldsboro, N. C., is being discharged from the Army.

BARBARA DEW has replaced **CHARLOTTE LIDE** in the music department of WIS Columbia, S. C.

JOHN PETERS, formerly in the Coast Guard, and **CHARLES ARNETT** are new additions to announcing staff of WMMN Fairmont, W. Va.

CHARLES ROTH, former program director of KFJI Klamath Falls, Ore., is recuperating from a lung ailment at the L. A. Sanatorium, Duarte, Calif.

DON GAYNOR upon release from the Army next month is expected to return to the announcing staff of WBTM Danville, Va. New to WBTM announcing staff is **JACK McLAIN**, while in service officer in charge of the Kyushu Nework in Japan and later manager of WVTR Tokyo. Other veterans who have resumed announcing posts at station include: **EARL HOTALING**, Army, chief announcer; **ARCH MORGAN**, Navy; **F. AMBERT DAIL**, AAF; **JAKE GAINEY**, Army.

LEE BLAND, CBS supervisor of network operations, New York, is the father of a girl, Linda Lee, born April 26.

JERRY COLONNA, currently heard on the "Bob Hope Show," NBC, Tues. 10-10:30 p.m., sponsored by Pepsodent Division of Lever Bros. Co., Chicago, this summer is to tour the East Coast, majar Canadian cities and the middle West with his own production, known as the Jerry Colona Enterprises.

LEON BARZIN, WQXR New York orchestral conductor and music director of the National Orchestral Assn., has been named as the 1946 recipient of the Alice M. Ditson Award of $1,000 presented annually at Columbia U. to an American conductor for distinguished service to American music.

E. W. ZEIBARTH, educational and production director at WCCO Minneapolis, has been named state director of the National Association for Education by Radio. He will direct all activities of the Association for Education by Radio in Minnesota, with particular attention on development of public interest in educational broadcasting.

HAL TATE, after three months in Hollywood, resumes his weekly "Tate's Variety Show" on WCFL Chicago with broadcast of May 13. Newart Co. (clothing chain), is sponsor with Malcolm-Howard Adv., Chicago, servicing account. His wife, **NIKKI KAYE**, has been handling program during his absence.

SID GOODWIN, ABC Hollywood producer, has been named night relief manager for network, to assist **PAUL GATES**, night manager, in controlling operations after work hours until midnight.

TRUMAN BRADLEY, Hollywood announcer-newscaster, has been signed to narrate "Romance and Dance," Warner Bros. two-reel technicolor subject on fiestas in Mexico.

OWEN LANZIT has been named head of ABC Hollywood transcription department and placed in charge of transcriptions utilized in network's daylight savings programming plan. He is assisted by **FRANCES WAY**.

CHARLES LOVE, released from Army after four years' service, has returned to KPRO Riverside, Calif., as manager of San Bernardino branch offices and studios.

HANK JOHANN, released from Army, has been named musical director of KPRO Riverside, Calif.

TOMMY REYNOLDS, chief announcer of KABC San Antonio, has rejoined the station following release from the armed forces as have **JAMES R. WIGGINS**, announcer, and **A. J. ZLABOVSKY**, continuity chief. New KABC continuity writers are **JANE LESTER** and **ROBERTA STEGER**.

BETH W. SMOOT, production staff member of KDYL Salt Lake City, April 27 was married to William H. Stead.

KAY W. RICHINS, KDYL Salt Lake City production director, and Bertha Arlene Doty of Murray, Utah, were married at Las Vegas, Nevada, April 14.

CLAIR HAAS, staff announcer of WHBC Portsmouth, Ohio, has been appointed program director of the station.

BOB PROVAN, who left WDRC Hartford, Conn., as announcer four years ago to enter armed forces, has rejoined staff as production manager.

JIM MORGAN has taken over production of daily MBS "Queen for a Day" program. **BUD ERNST**, Hollywood producer of program, has withdrawn temporarily on doctor's orders.

JAMES M. O'BRIEN, following discharge from Marine Corps and new to radio, has joined KECA Hollywood transcription division.

RALPH (Red) ROWE, freelance announcer, has been added to KMPC Hollywood announcing staff.

ROBERT WADE SWAN, announcer of KFI Hollywood, has switched to KECA Hollywood.

CARLETON ALSOP has been signed to produce the new NBC "Don Ameche Show" starting in fall under sponsorship of Procter & Gamble Co. (Drene). His MGM production contract permits him to take on outside radio assignment.

IRNA PHILLIPS, Chicago script writer of four General Mills daytime programs, is in Hollywood to establish her headquarters at Carl Wester & Co.

WRIGHT ESSER, ABC Hollywood producer-director, has resigned to enter motion picture field.

RALPH ROGERS, released from Navy as lieutenant, has returned to ABC Hollywood announcing staff.

ART BAKER, commentator on "Art Baker's Notebook" on KFI Los Angeles, has been signed to portray Rabbi Samuels in film version of "Abie's Irish Rose," being produced by Pine-Thomas Productions.

MARTIN BLOCK, announcer on NBC "Chesterfield Supper Club," after two weeks in Hollywood, has returned to

(*Continued on page 60*)

WSGN BUILDS A BELL-RINGER

"America's Town Meeting of the Air," the provocative radio forum heard every Thursday, was propelled to a phenominal **11.6** Hooper over WSGN.★ This is another outstanding example of the results obtained through WSGN's ceaseless promotional activities.

★ Fall-Winter 1945-46

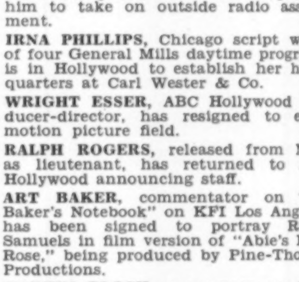
ALABAMA'S BEST BUY FAR!

WSGN

AMERICAN BROADCASTING COMPANY

THE NEWS-AGE-HERALD STATION

Represented Nationally by Headley-Reed



4,955,144 spindles spinning VICTORY

...daily producing cotton cloth to wrap around the world. Produced from "picker to bolt" in the 16-county WSPA Primary Area.

CBS WSPA SPARTANBURG, SOUTH CAROLINA Home of Camp Croft

5000 watts Day, 1000 watts Night 950 kilocycles, Rep. by Hollingbery

Blue Book Is Grist for Editorial Mills

Magazines, Papers Divide Opinion On Report

EDITOR'S NOTE: Newspapers and magazines are beginning to pick up the FCC's Blue Book *as grist for their editorial mills. The* St. Louis Post-Dispatch *(KSD), which made the middle-commercial a national issue, has supported the main theme of the* Blue Book. *Conversely,* Collier's *has lambasted it as none of the Government's business. Herewith are three recent newspaper editorials, one from the* Chicago Tribune *which owns WGN, characterizing the report as "Censorship Thru Blackmail," another from the* Philadelphia Inquirer, *which "heartily endorses" the "salutary criticisms." A third, the* Charleston (W. Va.) Daily Mail, *says "The good it might have accomplished is more than offset by the danger it threatens." Expressions of such diametrically opposite views is what makes our press free.*

CENSORSHIP THRU BLACKMAIL

From The Chicago Tribune
April 24, 1946

THE Communications Act of 1934, from which the Federal Communications Commission draws its authority to regulate the radio industry and license broadcasting stations, specifically forbids the censorship of radio programs. The Commission, however, is now seeking to do by indirection what it is forbidden to do directly.

It has the power to license stations. The licenses must be renewed periodically and if the renewal is not granted a station is thrown off the air and an investment of hundreds of thousands, or millions, of dollars that have been spent to organize its staff and win it an audience, is destroyed.

The Commission's censorship program is based on its own interpretation of the requirement that a radio station must serve 'public interest, convenience, and necessity." The Commission has published a report by which it purports to set up standards by which radio programs are to be judged. These standards are complex and self-conflicting. They go into numerous details of programs as regards their origin, advertising sponsorship, content, discussion of public issues, representation of minority views, and other subjects.

The Commission doesn't promulgate these as regulations binding stations. It merely sets them up as standards by which it may choose to extend or withhold a license. As such, they are not subject to legal review. Not until a station has been denied its license could the matter be brought before a court. This is censorship by blackmail.

Few owners of radio stations will be found willing to risk destruction of their investment by an arbitrary curtailment of their license in order to test the power of the Commission to regulate programs. The regulation, however, is present. One has only to listen to the radio thru a 24-hour span to discover to what a large extent it has been made a vehicle for administration propaganda and slanderous attacks upon administration critics, and in what small measure it affords those critics a chance to present the opposite side of the story to the American people.

Radio broadcasters may succeed or fail according to their own methods. They are almost certain to fail if they are coerced into operating under other people's methods, especially those prescribed by people not skillful enough to engage in the business themselves.

Variety Assured

Variety of instruction or entertainment is assured by the difference of taste and intellect to be found among station managers. A parallel variety among publishers gives the public a great diversity of books, magazines, and newspapers. The same principle applies to musical programs, in the offerings of lecturers and public speakers. If there is a public desire or demand for information on particular topics or for particular kinds of entertainment, some one meets that desire.

Quite obviously, a station whose competitor broadcasts an exceptionally popular comedian at a particular hour has alternate choices. It can try to develop a comedian of its own who will outdraw the rival, or it can design a program to appeal to the large number of people who are bored to tears by all radio comedians.

The people who get to the top of radio stations and networks are those with the greatest capacity to conduct broadcasting. They will, however, be no more uniform in their ideas than newspaper editors are uniform in their appraisal of news, or than theatrical producers are unanimous in their judgment of what is going to entertain.

Broadcasting will have to suffer, perhaps, for a long time as newspapers suffered to establish freedom of the press. Eventually, that freedom must take the form of an ownership as nearly absolute as the ownership of a hotel or theatre and subject to forfeiture only for conduct comparable to that which would cause a hotel or theatre to be closed.

This, of course, is on the assumption that radio broadcasting is to be developed as the Communications Act intended it to be, a vehicle for communication of public information and entertainment, free from government censorship, and not, as the Communications Commission has been trying to make it, a propaganda institution for the political party in power.

* * *

PUBLIC SERVICE COMES FIRST

From The Philadelphia Inquirer
April 25, 1946

A recent outburst by the National Association of Broadcasters, in resentment of some wholesome and pointed criticisms by the Federal Communications Commission of certain radio programs, has brought sharp reaction.

Their general tone is that NAB would be better employed in correcting the serious faults—including long-winded, too frequent "commercials"—that have been called to its attention than in defending them and railing at the quite proper stand taken by the FCC.

The salutary criticisms by the Federal Communications Commission are heartily indorsed by *The Inquirer*, which fully realizes the responsibility it has assumed for the operation of WFIL and WFIL-FM in Philadelphia.

As we have remarked before, a newspaper or a radio broadcasting station merits its franchise only by virtue of its public interest. Readers and listeners are made loyal friends only by supplying them with full value in news, in features and a planned program of information and entertainment of the highest character.

We are solidly against "piggishness" in the use of the public's airways for private gain. *The Inquirer*, in its varied activities, is sincerely pledged to the policy of

(Continued on page 67)

WSLI
JACKSON
MISSISSIPPI

Derby, Mississippi?

This is a fine community in Pearl River County, but wise advertisers tip their hats to advertising results gained in JACKSON—metropolitan center of Mississippi's 1945 crop—value of which amounted to over **376 million dollars!**
WSLI—the "Double-Return" station, offers you maximum coverage of this market—at less cost!

American Broadcasting Co.

WEED & COMPANY
NATIONAL REPRESENTATIVES

ON TOP!

First in war and first in peace —that's WICHITA, *THE CITY THAT LEADS THE NATION IN REGAINING INDUSTRIAL EMPLOYMENT.* *With a record of 233.32% employment gain over the prewar period, Wichita workers are busy, and that means busy dollars in Kansas' richest market.

You'll find that KFH, the selling station in Wichita, can put your product on top in this rich market and keep it there!

*U. S. Dept. of Labor Statistics

K
F
H
CBS
WICHITA
KANSAS
OKLAHOMA

THAT SOLID SECTION OF KANSAS' RICHEST MARKET

WICHITA IS A HOOPERATED CITY
KFH
WICHITA

CBS . . . 5000 WATTS DAY AND NIGHT . . . CALL ANY PETRY OFFICE

on the MARK!
get SET!
GO!
with
UBC **KSFO** UBC
Mark Hopkins
San Francisco
Universal Network's
Key Station for Northern California

HORACE N. STOVIN
AND COMPANY
RADIO
STATION
REPRESENTATIVES
offices
MONTREAL • WINNIPEG
TORONTO

RESULTS?
THAT'S US!
CHNS
HALIFAX NOVA SCOTIA
Maritimes Busiest Station
5000 WATTS—SOON!
Interested? Ask
JOS. WEED & CO.,
350 Madison Ave., New York

630 KILOCYCLES
5000 WATTS FULL TIME
American Broadcasting Co.
Represented Nationally by
John BLAIR & CO.
KXOK
ST. LOUIS, MISSOURI

SPONSORS

ADVANCED PRODUCTS Co., Oakland, Calif., advertising new war-time dental discovery called Rejuv-A-Plate on John K. Chapel three weekly 15-minute newscast over KROW Oakland. Extensive campaign is planned throughout U. S., Alaska and Hawaii. Ad Fried Adv., Oakland, has been named agency in charge of account.

HENRY SADACCA, president of Noma Electric Corp., New York, was guest speaker at luncheon meeting of New York Society of Security Analysts, April 29.

RADIO HAM SHACK, New York (radio parts for amateur operators), has appointed J. R. Kupsick Adv., New York, to handle advertising, with Edwin Parker, vice president of agency, as account executive. Radio may be used.

REYNOLDS INTERNATIONAL PEN Co., Chicago, has appointed MacFarland, Aveyard & Co., Chicago, as its advertising agency. Account was formerly handled by Maxon Inc., Detroit.

GENERAL MILLS, Minneapolis, through its agency, Knox Reeves Adv., and Auerbach Co., Salt Lake City, are co-sponsoring Salt Lake Bees baseball games during 1946 season on KNAK Salt Lake City.

ART CRAFT LEATHER, Oakland, Calif. (hand-carved leather purses), has appointed Ad Fried Adv., Oakland, as agency in charge of advertising. Radio will be used.

SAGE Labs., New York (Sage air refresher), has appointed Paris & Peart, that city, as advertising agency. Radio will be used.

CHARIS Corp., Allentown, Pa. (foundation garments), has switched its advertising account from E. H. Brown Adv., Chicago, to John Falkner Arndt & Co., Philadelphia.

MAURICE W. RYBECK, former publicity and sales director of R. H. White Co., Boston (furs), has been appointed director of advertising and sales promotion of I. J. Fox Furs, New York.

VETA MAE Co., Los Angeles (Cold Wave home permanent), has appointed Henry H. Sterling Inc., Los Angeles, to handle advertising. Plans include radio. Other new accounts include Market Research Scholarship Foundation, Los Angeles (consumer education), using radio, and D. C. Glass, Inglewood, Cal. (costume jewelry).

ROBERT E. HEALY has been elected vice president in charge of advertising and **HUGH R. MacMILLIAN** Jr. has been elected vice president in charge of production of Colgate-Palmolive-Peet Co., Jersey City, N. J. Joining firm's advertising department in 1934, Mr. Healy was named advertising manager in 1942. He previously had been a member of the advertising department of the Johns-Manville Corp., New York. Mr. MacMillan joined Colgate in 1941 as chief industrial engineer. In 1945 he was appointed general superintendent.

Mr. Healy

PEPSI-COLA Co., Long Island City, N. Y., has appointed Young & Rubicam, New York, to handle advertising for Evervess, sparkling alkaline table water.

CREDIT LOAN Corp., Chicago, has appointed Schwimmer & Scott, Chicago, to handle its advertising. Beginning in May firm will start radio campaign in Chicago consisting of spots on three or four stations. Increased advertising is anticipated at a later late.

HELEN LAW, known as Martha Manning on WOR New York, when she conducted the R. H. Macy & Co. shopping program, has been appointed Macy press publicist in charge of merchandise and institutional publicity.

AMERICAN KITCHEN PRODUCTS Co., New York, has appointed Duane Jones Co., New York, to handle advertising for Steero jellied consomme. Spot campaign has started on **WJZ WOR WEAF WABC** New York and will continue throughout summer months.

BERNSTEIN Bros., Los Angeles (California Authentics—women's wear), has appointed Abbott Kimball Co., Los Angeles, to handle advertising. Other account new to agency is Barrett Plastics Products Inc., Hollywood (Carnival sun glasses).

DAMEREL-ALLISON Co., Covina, Calif. (D.&A. orange juice), has appointed Potts-Turnbull Co., Los Angeles, to handle a $75,000 advertising campaign which includes use of radio.

CALIFORNIA CANNING PEACH GROWERS Assn., San Francisco (cooperative), has moved its advertising department, headed by Stanley Plumb, to 260 California St. Cooperative shortly will announce appointment of advertising agency to handle account.

ADOLPH GOBEL Inc., Brooklyn (meat products), April 29 for 26 weeks started spot announcements and participations on WABC WJZ WOR WNEW New York. Agency is Hirshon-Garfield, New York.

RIGGIO TOBACCO Co., New York (Regent cigarettes), May 1 for 13 weeks started spot announcements on WHN and WNEW New York and a test spot campaign on KPRC Houston, Tex. Agency is Ridgeway, Ferry & Yocum, New York.

KOONES-BEESE Assoc., New York, is considering using radio in the fall for the Karen Kooker, new pressure cooker manufactured by the company. Agency handling account is Paris & Peart Adv., New York.

PICKWICK PRODUCTS Inc., Kansas City (Pickwick coffee), has appointed Russell C. Comer Co., Kansas City, to handle advertising. Extensive campaign emphasizing product as the "he-man's" coffee is planned. Radio will be used.

JOHN A. GENTLEMAN, Omaha mortuary and veteran radio institutional advertiser, currently is sponsoring Tip Saggau's 10:15 p.m. sportscast on KBON Omaha. Firm sponsored hockey broadcasts on that station during winter season.

W. A. SUGG, after service in the Navy and formerly with Procter & Gamble Co., Cincinnati, has been appointed merchandising and advertising manager of the Franklin Baker Division of General Foods Corp., Hoboken, N. J.

CAMPBELL SOUP Co. has abandoned idea of radio program built around Mickey Rooney and has let option on the film star lapse. Holding Mr. Rooney under option during time he was in the Army reportedly cost soup company about $70,000.

DEAUVILLE MODELS, Los Angeles (blouses), has appointed Jere Bayard & Assoc., Los Angeles, to handle advertising.

SULLIVAN-WALDRON PRODUCTS Co., Seattle (Whipster—mechanical device for whipping cream), has appointed Erwin, Wasey & Co., Seattle, to handle advertising.

GRANAT Bros., San Francisco (retail jewelers), has appointed Abbott Kimball Co., San Francisco, to handle advertising. Northern California radio will be used.

SEASONAL FRUIT PACKING Co., Los Angeles (gift packaged fruit), has appointed Wookey & Roman, Hollywood, to handle advertising.

TODD'S CLOTHES STORES, Los Angeles (clothing), is using a heavy weekly schedule of spot announcements on local area stations. List includes KHJ KECA KFAC KFVD KFMB KGB KFSD. Agency is N. J. Newman Adv., Los Angeles.

CONSOLIDATED FOOD PRODUCTS Co., Los Angeles (food broker), has appointed Adolphe Wenland & Assoc., Los Angeles, to handle advertising. Radio is being considered. Southern California Fruit Products Co., Los Angeles (auto polish wax), also have appointed that agency to service accounts.

DUSTBANE PRODUCTS, Toronto (cleanser), has started one minute flash announcements five days weekly on a large number of Canadian stations. Agency is McKim Adv., Toronto.

CANADIAN CONGRESS OF LABOR, Toronto (CIO), is planning locally sponsored programs to explain labor problems relating to wages, 40-hour week and full production. Programs will be placed direct.

DREW DROWN Co., Montreal (Trout Hall Jamaica grapefruit juice), has started flash announcements five days weekly on a number of Canadian stations. Agency is Cockfield Brown & Co., Montreal.

PAT POWERS, formerly with Cine-Television Corp., New York, has joined Ross Federal Research Corp., New York, as director of the planning division of the 16 mm department. **STILLWELL J. CONNOR**, after service with AAF and released as lieutenant colonel, has been appointed manager of the Chicago office of Ross Federal Research.

PRODUCTION

(*Continued from page 58*)

New York. He'll complete details for permanent move to West Coast, having bought a home in Encino, Calif. In addition to "Chesterfield Supper Club" assignment he conducts transcribed "Columbia Records" program and continues to be associated with "Make Believe Ballroom" on WNEW New York. Latter contract expires in December 1947.

BETTY EMERY, assistant producer of ABC "Glamour Manor," and Howard Cooley, NBC recording engineer, are to be married June 8.

RAY SINGER and **DICK CHEVILLAT** has been re-signed as writing team on NBC "Jack Haley Show" when program resumes in fall. **BOB REDD** continues as producer.

WES MEARS and **JOHN FORSYTHE**, formerly of KFI Los Angeles and KXLA Pasadena, Calif., respectively, have joined KWKW Pasadena announcing staff.

BEN FREEDMAN, Hollywood writer on NBC "Red Skelton Show," and his wife, Nancy, are co-authors of novel, "Mrs. Mike," to be released by Coward-McCann Co., New York publisher, in early fall.

JEAN BEAUDET, supervisor of music of Canadian Broadcasting Corp., Toronto, has been invited to conduct the Czech National Symphony Orchestra at Prague on May 13. He has left for Europe where he will also make a survey for the CBC relative to reception of its international shortwave service.

ALLAN PHILIPS, released from the Royal Canadian Navy in which he was in the "Canadian Navy Show," has joined CKNX Wingham, Ont., as staff announcer and singer.

ELIZABETH LONG, director of women's interests of CBC Toronto, attended as a delegate the western hemisphere conference of the National Council of Women of the United States, May 6-8 at New York.

$167,500,000
Paid eastern North Carolina farmers for 1944 flue-cured tobacco crop totaling 391,244,945 pounds.
American Broadcasting Company
GET YOUR SHARE OF THIS PROSPEROUS MARKET NOW! WE CAN HELP YOU.
Write Today for Further Information
WRRF
1000 WATTS
Washington, North Carolina
FORJOE & COMPANY, Natl. Representatives
New York • Chicago • Philadelphia

Hettinger

(*Continued from page 23*)

approximately 3½ times. National spot (national and regional non-network) advertising has forged ahead consistently since 1934. Local radio advertising lagged until the war years; its rate of growth from 1940 to 1945 having been double that of the preceding five-year period.

Since 1935 (the first year for which we have comprehensive figures), the radio advertising dollar has been more and more widely dispersed among various classes of stations and areas of the country. In 1935 stations received 60.5% of the radio dollar and networks 39.5%. In 1945 stations received 67.5%. Station revenues have grown with particular rapidity in the South Atlantic, South Central States and other relatively undeveloped areas since 1935.

The average revenues of local stations have fared particularly well since 1939—increasing 67% during the period 1939-1944, as compared to 77% for regional stations and 56% for clear channel stations. It must be remembered that this 67% average growth in local station revenues was accomplished in the face of a substantial increase in the number of local stations.

Station Income

Two other facts are worthy of note. The first of these relates to the profitability of station operation. Expressed as a percentage of net time sales, the net income of clear-channel stations in 1937 was 54.2% and in 1943 (the last year available) 38%; regional unlimited-time stations made 25.5% in 1939 and 31% in 1943; local stations 8% and 20% respectively.

Note the influence of wartime conditions on local station net income. I have not expressed station profits in terms of fixed investment because I believe such a figure is a snare and delusion. Radio is a business in which fixed capital costs are not particularly high, but in which working capital requirements are substantial.

The final item for the record is the fact that, in spite of the profitability of the medium, 228 or 28% of all stations were unprofitable in 1939. More than half of these were located in towns of less than 50,000 population. In 1943 there still were 94 unprofitable stations, three-quarters of which were in towns under 50,000. There is evidence that many of these unprofitable stations suffer from a chronic case of red ink and I suspect that poor market location is a major reason for their ailments.

CONVENTION PLANS are pondered by Les Hafemeister (left), general chairman of Advertising Federation of America national meeting to be held in Milwaukee May 26-29. Conferring with him are Mrs. Dorothy C. Sevedge, president of Women's Advertising Club of Milwaukee, and Earl Pearson, of AFA New York office.

KOIN
"In the People's Cause"
PORTLAND, OREGON
CBS Affiliate
FREE & PETERS, Inc., Nat'l Rep.

I am not certain that we can deduce any principles from this summary of radio advertising trends, but I believe that it raises a number of important questions.

Can radio continue nearly to double its advertising volume every five years as it did during the last decade? Both newspaper and magazine advertising experienced their greatest growth during the period 1914-1929. Following this came severe reverses during the depression and then gradual recovery, recently stimulated by the war in spite of paper shortages. It seems reasonable to assume that a new medium such as radio also soon may experience the problems of maturity.

If so, how many more networks and stations can be sustained in the future?

How much of the growth of local radio advertising volume and local station revenues has been due to the stimulation of war conditions and to newsprint shortage?

Will the group of marginal stations once more increase in number when unrestricted competition is resumed among media?

Does the continuing group of chronically unprofitable stations mean that we are approaching the extensive margin of station development more rapidly than we realize?

All of these questions are relevant and material to our discussion of FM broadcasting economics.

Adequate Resources

There also is one positive conclusion. Radio has enough financial resources to enable it to undertake the risks of developing its new services.

Now let us turn to FM and the future. Assuming the medium is allowed to develop flexibly, the broadcasting structure which I visualize as being possible about 1956 is as follows: Possibly as many as 5,000 stations, most of them FM and practically all of them better able to serve their coverage areas than they are today; a small group of strategically located super-power stations on the standard band able to provide wide-area coverage over immense rural sections; the possibility of eight or ten national networks where now there are four. All of this can happen if the demand for program service and advertising facilities is sufficient.

Such a broadcasting structure would create new problems as well as new opportunities.

It seems unreasonable to expect radio advertising volume to increase proportionately. Consequently there would be a decrease in average station revenues; an intensification of competition; and a rise in the number of unprofitable or only slightly profitable stations.

Higher Operating Costs

A substantial increase in broadcasting facilities is almost certain to be accompanied by a dilution of the listener audience for individual stations or networks. The only way to hold audiences will be to improve program schedules materially. More imagination will have to be shown in programming and very much less complacency. More money will have to be spent on programs. More experimentation will have to be conducted. The entire future of the medium will be more dependent upon programming than ever before in its history.

It seems to me that higher program, sales, research and promotion costs will be in the cards. Obviously, there also will be the added cost of running both AM and FM transmitters during the transition period.

On the other hand, the opportunities for an intelligent, aggressive broadcaster who is conscious of his public responsibilities and opportunities should be as great as ever.

Of course, much of radio's future in the FM era will be determined by the level at which we can keep our national economy running. Much also will be determined by the kind of Governmental regulation that it is going to get. If the regulation seeks to anticipate too much of the unknown, it can become narrow and restrictive; and it can warp the growth of radio's new services irreparably. If it is flexible, timely and follows the rule of reason, it can be helpful.

Adequate Frequencies

I believe there is only one remedy which is completely certain of long-run validity: To make available so many frequencies for FM stations that the supply of facilities will be greater than the demand. Then anyone who wants a radio station and who has the money to set one up can go into

(*Continued on page 63*)

HOW DO THEY MAKE THE SNAKE RATTLE ?

The body falls with a thud—the car door closes with a bang—the brakes squeal to a stop—the snake rattles—you hear a man being buried alive. Almost *any* sound can be artificially reproduced over the radio with uncanny fidelity. Here's the first complete manual on sound effects—an ABC primer of radio sound technique with illustrations and directions for achieving the exact sounds required by any script. *Radio Sound Effects* teaches the mechanics of producing or creating radio sounds with full, easy to follow information about: control room signals, trick effects, recorded effects, electronic effects, manual effects, vocal effects. Written by leading practitioners in the field. A *must* for everybody in radio from announcer to executive.
$1.50

RADIO SOUND EFFECTS
by JOSEPH CREAMER
and WILLIAM B. HOFFMAN
If your bookstore doesn't have this book send the coupon.

ZIFF-DAVIS PUBLISHING CO.
185 N. Wabash Ave., Chicago, Ill.
Send me..............copies of RADIO SOUND EFFECTS by Joseph Creamer and William B. Hoffman at $1.50 each. I enclose $..............
Name..............
Address..............
City..............State..............

GOING 5000 WATTS
BIGGER AND BETTER IN IDAHO
KTFI
TWIN FALLS · IDAHO
WEED & CO., *Representatives*

Miss Grace Larson
Lever Brothers Co.
Cambridge, Mass.

Dear Gracie:

What have you got that I haven't got???? I overheard the boss and our promotion manager talkin' about you the other day and the flowery words they were usin', tch, tch, tch . . . to make a long story short, they think you're the "berries". They like the way you show appreciation for the swell job our promotion department is doing for your radio shows. 'Course our promotion manager is too modest to admit it, but we're doing an extra special job of promoting the "Lux Radio Theatre" down here . . . and like I heard him tellin' the boss, it's a pleasure to work for such nice people as Grace Larson!

Yrs,

Algy

WCHS
Charleston, W. Va.

PROGRAMS

F. H. LaGUARDIA, director general of UNRRA and ABC commentator, May 5 via direct wire from his home in New York was to address citizens of Charleston, W. Va., via facilities of WCHS on inauguration of National Music Week in that city. His talk and also that of Gov. Clarence W. Meadows were to be made during intermission of regular bi-monthly concert of Charleston Symphony Orchestra, carried by WCHS. In recognition of the interest shown in the orchestra by WCHS, an engraved plaque was to be presented during the intermission by Dr. C. R. Adamas, orchestra president, to Howard Chernoff, WCHS managing director. WCHS has sustained all broadcast expenses of the series, the $500 sponsorship fee being paid by a local furniture company going directly to the support of the symphony organization.

WCAE School Programs.

AN EDUCATIONAL service of WCAE Pittsburgh designed for the public and private primary schools of Allegheny County is new series of Tuesday afternoon programs started by station. Wire-recorded in the classroom, "Let's Tell a Story" program is heard 1:15-1:30 p.m. Lessons in safety are related in second program, 1:55-2 p.m., by "The Safety Story Lady." Both programs are broadcast in cooperation with the Pittsburgh Public Schools.

UNSC Rebroadcasts

THROUGH arrangement with the State Dept., KSOO-KELO Sioux Falls, S. D., are rebroadcasting State Dept. shortwave coverage of the United Nations Security Council meetings at Hunter College, New York. Faced with absence of lines and difficulty of transporting personnel to the meetings, Verl Thomson, program director of the stations, contacted State Dept. International Broadcast Division, and was given permission to rebroadcast the program on condition that FCC regulations permitting such rebroadcasts on a sustaining basis be followed. During French broadcasts KELO and KSOO present quick reviews of the meetings and organ fills. Mr. Thomson said reception in South Dakota was best on the 13 mc band.

ABC Wins Award

TWO PROGRAMS and a commentator of ABC have been presented with "Distinguished Achievement Awards" by Radio Life Magazine, Hollywood. "The Theatre Guild on the Air", sponsored by United States Steel Corp., received its award for "most interesting contribution to radio during the 1945-46 season." "Counterspy," sponsored by Schutter Candy Co., Division of Universal Match Corp., St. Louis, was cited for distinguished achievement in "radio script writing, drama," and ABC Commentator H. R. Baukhage, cooperatively sponsored, received an award as the "most listenable commentator" during the 1945-46 season.

City Sponsors

TORONTO CITY COUNCIL is spending $400 weekly for a twice-weekly radio program on Toronto stations seeking accommodations for returned servicemen and their families. The Canadian Corps, veterans organizations, has been operating program for 11 weeks but ran out of funds. City took over cost of program which already has found openings in about 350 homes for families of servicemen.

Adds Shortwave

CANADA IS NOW using another call on the shortwave service of the government transmitters at Sackville, N. B., operated for the government by the CBC. CKLX on 15.09 mc went into operation April 28 with CKCN on 17.82 mc. Stations from April 28 to June 1 will give an 11 hour service Sundays and an eight hour service weekdays to Great Britain and continental Europe, with broadcasts in English, French, German, Dutch and Czech.

Fire Prevention Series

GOV. RAYMOND E. BALDWIN of Connecticut May 1 outlined plans for his recently organized Fire Prevention and Control Commission of initial program of WTIC Hartford series broadcast in connection with station's fire prevention campaign. Succeeding Wednesday evening programs will be panel discussions by authorities on the need of improved fire codes throughout the state.

School News Quiz

ORIGINATING from a junior or senior high school classroom in the Minneapolis area, the "News X-Ray" weekly program of KUOM Minneapolis is conducted by George Grim, columnist of Minneapolis Morning Tribune. Half of questions are from those submitted by students and half are spontaneous queries from students in classroom broadcasting. Program is recorded and broadcast the following hour.

Overseas Talk

HELEN VALENTINE, editor-in-chief of Seventeen Magazine, New York, at the invitation of the State Dept. April 27 did a shortwave broadcast in German to the teen-agers of Germany. Talk, which told about the work being done by Seventeen among teen-agers in this country, was given on the State Dept.'s "Voice of America" program on the BBC.

Interview Brides

INTERVIEW series with British war brides now living in Cornwall, Ont., is being broadcast weekly by CKFS Cornwall. Recordings are mailed to relatives in England.

Last Symphony of Year

FINAL CONCERT of current season was presented by Atlanta Youth Symphony over WSB Atlanta, Ga., on April 28. Comprised of 96 Atlanta youths ranging in age from 15-23, orchestra presented all-American program and highlighted local drive for support of Atlanta Symphony Guild.

WCAU
The
WCAU

SILVER PLAQUE is presented by A. L. Hallstrom (l), president of Philadelphia Chamber of Commerce and Board of Trade, to Joseph L. Tinney, executive vice president of WCAU Philadelphia, in recognition of station's contribution to youth of the city in presenting "Career Forum," a vocational guidance series [BROADCASTING, April 29.]

For Photo Fans

TO SATISFY camera fans, KFI Los Angeles, has started a Camera Clinic which meets Thursday evenings with proceedings transcribed and broadcast following Saturday night. John Hiestand, announcer, presides over meeting, and handles transcribed broadcast.

Experiences Dramatized

NEW PROGRAM featuring Mary Sullivan, who served 35 years on the New York City police force, starts on May 6 on ABC, Mon. 10:45-11 p.m. Show will dramatize the experiences of Miss Sullivan, who will comment on each case as it is reenacted.

Agents to Appear

TO AID in establishing closer relationship with southwestern Idaho and eastern Oregon farmers, KIDO Boise, Idaho, has arranged for all county agents to appear on alternate "Idaho Agriculture" programs.

Program Continues

THROUGHOUT summer daylight savings time period Mississippi Valley Network will continue to originate its "Town and Country Time" program from WLOL Minneapolis. Program is carried by 61 MVN affiliates.

Wins Magazine Award

NBC "Teentimers Club," heard Sat. 11-11:30 a.m., has been presented with first annual cup award by Miss America Magazine, New York, for its "outstanding educational teen-age entertainment." Program is sponsored by Teen-Timers, Inc., New York.

KDKA Legion Show

PROBLEMS of the times are discussed in new KDKA Pittsburgh program, "This Is Our Duty," heard Saturdays. Public interest series presents the American Legion.

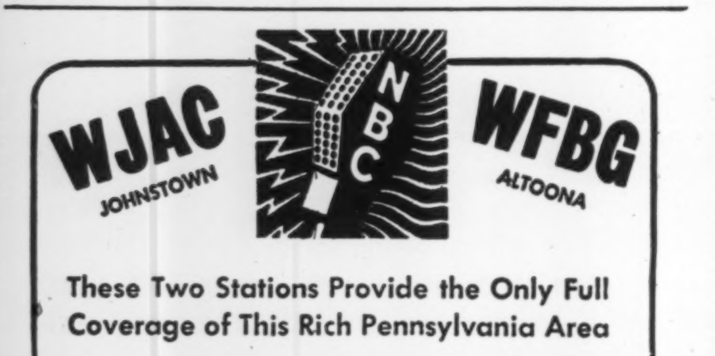
Series on Russia

WIP Philadelphia is starting a new series of Saturday afternoon programs titled "What Do You Know About Russia?"

NBC correspondents abroad will report on the 1946 status of former tourist centers in the July issue of Holiday magazine.

WJAC
JOHNSTOWN
NBC
WFBG
ALTOONA

These Two Stations Provide the Only Full Coverage of This Rich Pennsylvania Area



BOTH STATIONS ARE SOLD IN COMBINATION RATE FOR NETWORK AND SPOT

National Representatives
HEADLEY-REED COMPANY
New York, Chicago, Detroit, Atlanta, San Francisco, Los Angeles

U.P. gives you
"THE WORLD'S BEST COVERAGE OF THE WORLD'S BIGGEST NEWS"

SCHOOLS SEEN USING MORE RADIO

W. Va. Network Public Service Director Tells of Educational Future

"THE NEXT two years should see a definite improvement in the audio equipment of almost every school in America," says Harry M. Brawley, public service director of West Virginia Network, writing in the *Bulletin of the National Association of Secondary-School Principals*, April issue. Mr. Brawley was formerly principal of the Thomas Jefferson High School, Charleston, W. Va.

In his article titled "Radio and the School," Mr. Brawley says radio "can be an ideal motivating force. As an awakener of interests it has few peers." He says radio's second direct contribution to education is "as a builder of attitudes . . . Talks on various subjects related to temperance, patriotism, or political and civic decency will go a long way toward molding the minds of the young. Dramatizations, serial and otherwise, can arouse their emotions along these lines and thus are even better than talks."

Offer Opportunity

Mr. Brawley says that even "the much maligned 'soap operas' offer a real opportunity to teach fair play, clean living, tolerance, self-reliance, and almost any of the attributes of good citizenship."

He also holds the opinion that through radio and television, the family can be brought together again and the influence of the radio can be put to use for further education. He advises that if the local station is not working closely with the school systems to provide programs of local interest, "appoint a committee of your education association to contact the manager of your local station and then work jointly with him in planning programs for both in-school and out-of-school listening."

Hettinger

(Continued from page 61)

the broadcasting business—just as he can start a newspaper or magazine.

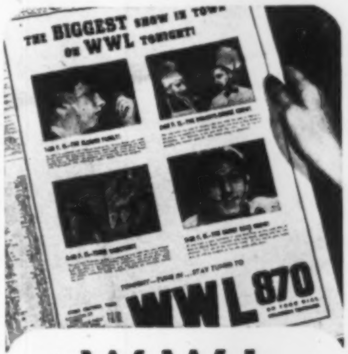
The Commission's interest in programs has always been justified by the "philosophy of scarcity"—the claim that broadcasting needed special regulation "in the public interest"—because the supply of facilities were limited and not everyone could have a radio station. Increasing the available frequencies to the point I have suggested would remove this excuse for once and for all. I am told that this is feasible.

True, some members of the broadcasting industry might not wish that much competition, some set manufacturers might not care for the increased costs involved and Government could not be expected to take the initiative in this direction. Nevertheless, such a move—even at the expense of other secondary services—would do more, in my opinion, to ensure the program vitality of radio, to enable it to have an editorial policy, to force better programming through the severest kind of competition, than anything I can think of.

A vital radio is as essential economically as it is to the perpetuation of our American concept of free speech and public discussion. It will be particularly so in the days of bitter competition for the listening audience which the FM era is certain to bring with it.

SERVICE
TWENTY YEARS OF FAITHFUL SERVICE TO AMERICAN AGRICULTURE MAKES WIBW THE MOST-LISTENED-TO-STATION IN KANSAS AND ADJOINING STATES.

WIBW The Voice of Kansas in TOPEKA


THE BIGGEST SHOW IN TOWN ON WWL TONIGHT!
TONIGHT—TUNE IN ... STAY TUNED TO
WWL 870

WWL
New Orleans

Shouts Its Shows in Newspaper Advertisements throughout the year

Folks Turn first to-

WWL
NEW ORLEANS
A DEPARTMENT OF LOYOLA UNIVERSITY

THE GREATEST SELLING POWER IN THE SOUTH'S GREATEST CITY
50,000 Watts - Clear Channel
CBS Affiliate
Represented Nationally by
The Katz Agency, Inc.

KANSAS CITY
IS A
K
O
Z
Y
MARKET

PORTER BLDG., KANSAS CITY, MO.

EVERETT L. DILLARD — *General Manager*
ELIZABETH WHITEHEAD — *Station Director*

Pioneer FM Station in the Kansas City Area

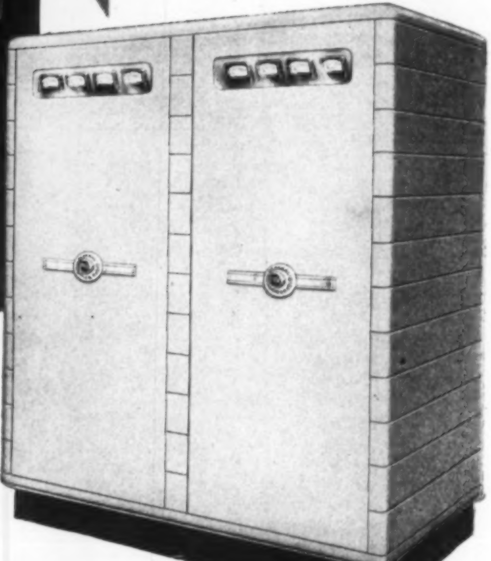
Ask for Rate Card

THE BIG NEWS IN FM!
FEDERAL's new "FREQUEMATIC" MODULATOR
FTR
FM by Federal

FEDERAL's

. . . and

Here's Federal's 1 Kw FM transmitter that stole the show at the sixth annual Broadcast Engineering Conference at Ohio State University. A group of engineers are shown examining the equipment in actual operation at the conference.



Federal Features for Better FM

- ✓ Federal's new "FREQUEMATIC" FM modulator—a radically improved type of modulator-oscillator unit—gives FM transmission outstanding fidelity and mean-carrier stability, with unsurpassed dependability and economy.
- ✓ By means of simple all-electronic circuits, "FREQUEMATIC" maintains the center-frequency stability within a tolerance of plus or minus one thousandth of one per cent of the assigned value—only *half* of the present FCC tolerance requirement.
- ✓ Remarkable noise-level reductions resulted in an actual measured signal-to-noise ratio of 5600 to 1—a level so low that Federal had to build special test equipment for its measurement.
- ✓ Undistorted modulation of all audio signals between 50 and 15000 cycles is maintained, even when the transmitter is overmodulated as much as three hundred per cent by transient passages.
- ✓ This outstanding performance is obtained with simple circuits and standard receiver tubes, and the equipment depends mainly on resistances and capacitances for critical and non-critical functions.
- ✓ Another feature—of special interest to all broadcasters—is the extreme ease of initial alignment and operational maintenance. The unit can be completely tuned in a matter of minutes, as only two tuning operations are necessary. There are no tuned circuits in the crystal oscillator or frequency divider networks.

New high-efficiency, air-cooled and water-cooled tubes, developed by Federal, are employed in the power amplifier stages of the transmitter, contributing to long life, stable operation and low noise level.

Federal

FM STEALS THE SHOW

orders are being filled *now!*

1, 3, 10, 20, 50 Kw FM TRANSMITTERS featuring the new *"FREQUEMATIC"** MODULATOR

FCC GIVES GREEN LIGHT TO FM

COLUMBUS, OHIO. When the Federal Communications Commission started issuing engineering authority for new high-power FM broadcast stations, it acted wisely in the national interest both from the standpoint of the radio industry and the listening public, it was declared by Norman E. Wunderlich, executive sales director, Federal Telephone and Radio Corporation, in a statement here while attending the sixth annual Broadcast Engineering Conference held at the Ohio State University.

Not only has the FCC, by its action, set the industry in motion for the manufacture of frequency modulation transmitting equipment and receivers, but it has assured the listening public of the finest of high-fidelity reception, Mr. Wunderlich stated. He added that the Commission should be warmly ap-

Federal's display of FM transmitting equipment, in actual operation at the sixth annual Broadcast Engineering Conference, created a real sensation among the country's foremost broadcast engineers. The new "FREQUEMATIC" modulator, an exclusive feature of Federal's 1, 3, 10, 20, 50 kw transmitters, made big news—exceeding the exacting requirements of the FCC Standards of Good Engineering Practice on every technical point. Of outstanding importance, too, is the fact that this new FM equipment is in actual production now!

Federal is ready to provide your new FM station with the finest transmission equipment available—complete in every detail, from microphone to transmitting tower. This outstanding "one-source" service means completely matched components for the entire system—all precision engineered, all of highest quality, all designed to work together as a single, perfected and coordinated FM system.

Federal gives complete service, too. Federal will provide a factory-trained radio engineer to supervise the installation, tune up the equipment, and to instruct your personnel in its operation and maintenance—all without extra charge. Federal will also assist in obtaining CPA approval for any new buildings or construction work required for the FM transmitter equipment.

For complete information, write: Federal Telephone and Radio Corporation, Newark 1, New Jersey.

*Trade Mark

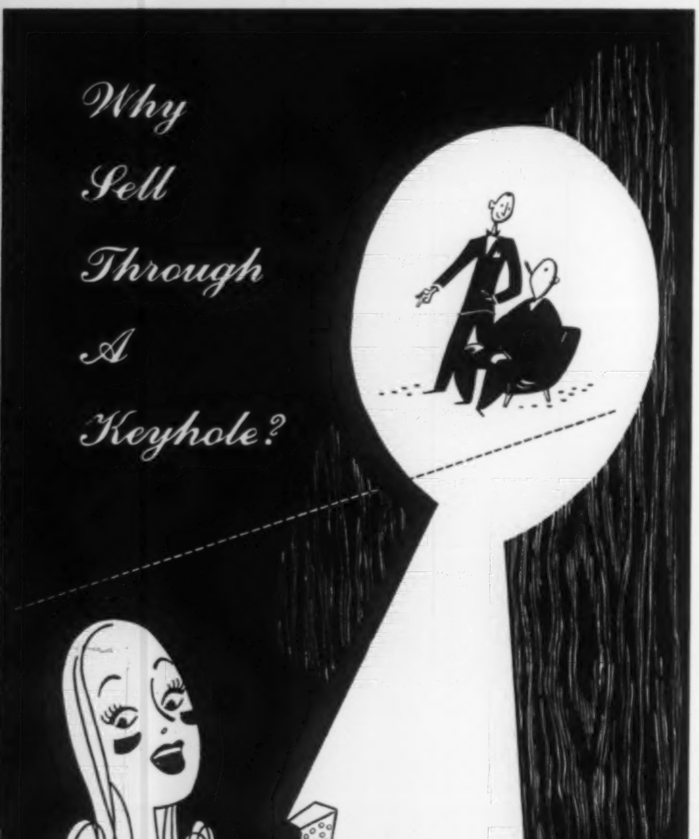
Telephone and Radio Corporation

Export Distributor:
International Standard Electric Corporation

Newark 1, New Jersey

AN IT&T ASSOCIATE

FEDERAL TELEPHONE & RADIO FTR



You wouldn't, not if you know the meaning of "showmanship", sell a Ziegfield chorus through a keyhole. Or a radio show through a speaker that delivers half-sized impressions.

Fortunately, you don't have to. Altec Lansing now brings you a startling development in sound reproduction . . . the Duplex loudspeaker system. Here is the finest speaker ever made—a showmanship tool that finally swings open the door on a radio show and delivers every dollar's worth of talent with "living presence".

THE HEART OF THE DUPLEX LOUDSPEAKER SYSTEM

A two-way loudspeaker with multicellular horn which reproduces the entire FM range, 50 to 15,000 cycles, without intermodulation effects or distortion. Write for technical bulletin on speaker and amplifier.

ALTEC
LANSING CORPORATION

1161 N. VINE ST., HOLLYWOOD 38, CALIF.
250 W. 57th STREET, NEW YORK 19, N. Y.

News

WILLIAM BABCOCK, former staff announcer at KDKA Pittsburgh, has been appointed assistant news editor at WHBC Canton, Ohio.

GARTH SLAISBURY, for three years an artillery officer in the Army, has been added to the news staff of KWK St. Louis. He served in Pacific.

PAT PATERSON, WMT Cedar Rapids, Iowa, newscaster, has been named chairman of the Eastern Iowa Band Festival Committee of the Young Men's Bureau of the Cedar Rapids Chamber of Commerce. Sponsored by the YMB, event is to be held in Cedar Rapids June 8.

MATT GETTINGS, former Army sergeant assigned to public relations at Fort Jackson, S. C., has returned to WJNO West Palm Beach, Fla., as news editor.

DON GODDARD, former WEAF New York newscaster, has started local newscast series on WMCA New York, Mon.-Sat. 12:30-12:45 p.m.

ANDY WOOLFRIES, WMT Cedar Rapids, Iowa, farm service director, has been elected an honorary member of the Iowa Future Farmers of America for his contributions to agriculture.

FRED GREBE, WHAI Greenfield, Mass., news editor, has joined the National Association of Radio News Editors.

VICTOR RIESEL, labor editor and columnist of the New York Post, May 7 started weekly quarter-hour commentary on WLIB Brooklyn.

CEDRIC FOSTER, Mutual news commentator, has been awarded Navy citation for outstanding performance and service in connection with three-months' tour of the Pacific as accredited war correspondent. Mr. Foster has been invited by 84th Infantry Division Railsplitters Assn. to attend organization's annual convention in Cincinnati in August. Mr. Foster also has been appointed to the committee on public information of the President's Highway Safety Conference to be held in Washington, D. C., May 8-10.

BILL SLOCUM Jr., CBS director of special events, is now on a three and a half months' leave of absence to write a book. Gene Rider, producer-director of the CBS "In My Opinion," replaces Mr. Slocum during his absence.

EARL GODWIN, ABC commentator, has been selected for the United Business Men's Association of Philadelphia 1946 Award for "outstanding public service to the nation." Presentation will be made May 16 at Bellevue Stratford Hotel, Philadelphia. Arrangements are being made for Mr. Godwin to make his regular broadcast from the banquet.

BILL BERNS, member of the WNEW New York special events staff, has been awarded the Bronze Star Medal for his work as master sergeant in Gen. Douglas MacArthur's public relations section. Mr. Berns produced special events pickups from New Guinea, the Philippines and Japan.

FERGUS MUTRIE, CBC supervisor of farm broadcasts, Toronto, sailed May 4 on the Aquitania for London as a Canadian representative to International Conference of Farm Organizations. He will visit agricultural areas in Great Britain, Holland and Denmark before returning to Canada, and will broadcast several times weekly via BBC shortwave to CBC networks from England.

Milestones

COMMEMORATING the broadcast of Robert St. John's 1000th personality sketch May 29 on *Facts and Faces*, NBC Monday through Friday 9:45-10 a. m. (EDT), WEAF New York has invited friends and listeners to attend broadcast. Series was started by the commentator from London early in the war . . . Harvey Olson, program director of WDRC Hartford, has started his twelfth year with the station . . . Public interest program of KOME Tulsa, Okla., *How's Your Health*, begins its second year on the air under auspices of Tulsa County Health Assn.

Jesse Buffum, director of agriculture at WEEI Boston, enters his seventh year at WEEI . . . And on the station side, CKMO, Canadian pioneer in Vancouver, B. C., entered its twenty-fourth year of community service May 1 by putting into operation simultaneously a round-the-clock schedule and new 1,000 w transmitter.

Mail Flood Is Credited To Radio Pleas for OPA

RADIO was credited with flooding the Senate with the greatest avalanche of mail since the Supreme Court packing days. The surge began about April 24, three days after three ABC commentators pleaded with their listeners to "write your Senator" to continue OPA, according to J. W. Coverdale, assistant postmaster of the Senate.

Orson Welles, Drew Pearson and Walter Winchell on April 21 campaigned in behalf of OPA and against the House-amended OPA bill. By the following Thursday the Senate post office was swamped. The mail began tapering off last Tuesday, said Mr. Coverdale. A check of various Senators indicated that the daily mail for each ran from 500-1,000 letters and postcards, with an average of about 700 daily, about 60,000 pieces of mail per day for the Senate.

Mr. Coverdale said there was no doubt that the Welles-Pearson-Winchell campaign had been instrumental in the heavy volume of mail.

Rockefeller Is Host

NELSON A. ROCKEFELLER, chairman of the Community Committee of New York on behalf of the United Jewish Appeal, will be host to representatives of local and independent radio stations May 7 at a luncheon to be held at the Biltmore Hotel, New York. Mr. Rockefeller, station managers, program directors and representatives of the trade press will discuss how radio can participate in this effort.

WAYS Baseball Club

WAYS Charlotte, N. C., is sponsoring "Knothole Gang" organization for underprivileged boys between ages of 8 and 14. Club members receive free tickets to local baseball games.

Blue Book

(Continued from page 59)

honest, wholehearted, 100 percent service to the public.

* * *

FREE AS AIR?

From The Charleston Daily Mail, April 26, 1946

The Federal Communications Commission in its latest report sets itself up as a discerning and forthright critic of American radio; and, having done that on the public's behalf, it presumes to adopt also the role of censor and regulator. It is not unfair to say, therefore, that the good it might have accomplished is more than offset by the danger it threatens.

This threat, of course, is not direct and expressed in so many words. It is suggested, however, in the warning to radio stations whose programs the Commission does not approve that their applications for the renewal of licenses will be critically examined in the light of the service they perform to the community.

On the face of it this is an appealing argument. It seems to say to broadcasters that, since they use the public airwaves which are the property of all of us, they may be held responsible to the Commission for the quality of the product they dispense. If they overload their program time with tiresome commercials and cheap entertainment to the exclusion of education and public service features, then the FCC is justified in wondering whether or not the right to broadcast should be awarded or renewed.

The fault of this theory lies in its implicit threat of censorship. The Commission denies this, naturally, but it is not hard to imagine that the right to criticize a radio station coupled with the power to deny or renew its broadcasting license might be coercively employed to influence its communications. This is censorship, and it is scarcely less effective for being devious and implied.

The Commission may be right in its opinion that the American people want an improvement in their radio fare. It is most certainly wrong in seeking to effect an improvement by federal imposition. If the Commission is uncertain about its rights and its limitations in this matter, then Congress should promptly set it right. Its present policy is a threat to freedom of speech.

Scott Interim Report

RADIO-PHONOGRAPH sales by Scott Radio Laboratories Inc., Chicago, since last February have surpassed any 18-month total in the company's history, according to announcement last week by E. J. Halter, company vice president. This, it was further pointed out, is in spite of lagging schedules of production and based on demand three times greater than anticipated.

Operators Ruling Revised by FCC

First Class License Will Be Mandatory in Station

BECAUSE the wartime shortage of commercial radio operators has been sufficiently alleviated, the FCC last Monday announced that effective Aug. 1 it will restore the higher standards previously required for broadcast station technicians [CLOSED CIRCUIT, April 29].

The Commission cancelled Order No. 91-C, issued Jan. 19, 1943, which permitted operation of standard stations by persons other than those holding first class radiotelephone licenses. A new Order, No. 91-D, puts the cancellation into effect in three months, "so that all who will be affected . . . will have ample time and opportunity to make any necessary adjustments."

A "very intensive" study of the operator situation as applicable to broadcast stations is now under way, the Commission said, with expectation that proposed modifications of the rules will be promulgated prior to August 1. Ample opportunity will be afforded interested parties to contest or suggest changes.

The Commission's action marks the close of a period which began Feb. 21, 1942, during which a series of orders was invoked to relieve a critical shortage of qualified radio station operators resulting from demands of the armed services for skilled communications personnel.

Graybar Names Morrison To New Executive Post

APPOINTMENT of Kenneth G. Morrison as assistant radio sales manager has been announced by A. H. Nicoll, president, Graybar Electric Co. Mr. Morrison is now at Graybar executive headquarters in New York, assisting J. W. LaMarque, radio sales manager, in the expansion of Graybar broadcasting and radio communication activities throughout the country.

Prior to joining Graybar in April 1941, Mr. Morrison had been on the engineering staff of NBC in San Francisco for three years and had been chief engineer of KRE Berkeley, Calif., from 1934 to 1938. From 1942 to 1945, he was on leave of absence on the Manhattan War Research Project for the U. of California. Early in 1945, Mr. Morrison joined the field engineering force of Western Electric Co. and returned to Graybar later in the same year.

Flays Commercials

DENOUNCING American commercial broadcasting, Herbert Morrison, Lord President of the Council, in an address before the House of Commons said that the British government would do everything possible to prevent direction to Britain of commercial broadcasts from abroad.

Call Air Express
FOR HIGH SPEED DELIVERY

SAME DAY delivery between many airport towns and cities as far as 1,000 miles apart. (Less than 6 hours by air.) Coast-to-coast overnight.

SPECIAL HANDLING—special pick-up and delivery (no extra cost) promotes speed of Air Express delivery.

GOES EVERYWHERE. In addition to 375 airport communities, Air Express goes by rapid air-rail schedules to and from 23,000 other points in this country. Service direct by air to and from scores of foreign countries in the world's best planes, giving the world's best service.

RATES CUT 22% SINCE 1943 (U. S. A.)

AIR MILES	2 lbs.	5 lbs	25 lbs	40 lbs.	Over 40 lbs. Cents per lb.
149	$1.00	$1.00	$1.00	$1.23	3.07c
349	1.02	1.18	2.30	3.68	9.21c
549	1.07	1.42	3.84	6.14	15.35c
1049	1.17	1.98	7.68	12.28	30.70c
2349	1.45	3.53	17.65	28.24	70.61c
Over 2350	1.47	3.68	18.42	29.47	73.68c

INTERNATIONAL RATES ALSO REDUCED

WRITE TODAY for new Time and Rate Schedule on Air Express. It contains illuminating facts to help you solve many a shipping problem. Air Express Division. Railway Express Agency, 230 Park Avenue, New York 17, N. Y. Or ask for it at any Airline or Railway Express office.

AIR EXPRESS
GETS THERE FIRST

Phone AIR EXPRESS DIVISION, RAILWAY EXPRESS AGENCY
Representing the AIRLINES of the United States

PROMOTION

SUMMER-LONG tie-up with Cleveland churches and playground leaders is planned by WJW Cleveland in sponsoring Junior Olympics to aid in combatting juvenile delinquency. To be included in city's playground structure, Junior Olympics will be climaxed in late August by national finals in Cleveland's Municipal Stadium. Other stations in major cities of the East and Midwest have been invited by WJW to run similar plans simultaneously and to send teams for competition in finals. To be controlled by a central committee of station and civic personnel, headed by Brad Simpson, Junior Olympics will be supported by weekly schedule of programs of interest to young people and which will describe Olympic code and history of the games. Boys and girls from 12 to 17 will train this summer under playground supervision in track and field events.

KABC Promotion Pieces

PROMOTION material being used by KABC San Antonio to publicize its musical programs has been styled to the character of the various music series. To promote "Stradivari Orchestra" series, KABC has prepared invitation-type piece for first class individual mailing to customers of Frost Bros., one of two local stores handling Matchabelli perfumes. Printed in script on French-fold ripple finished stock, announcement invites store's customers to listen to Sunday afternoon program. In similar print style, 3 x 5 cards have been distributed to record shops to announce the Sunset Memorial Park "Operatic Music Broadcasts" on Saturday afternoons. KABC in addition is inclosing full-page ad in program folder at San Pedro Playhouse concerts. Printed in brown script on cream enamel stock, ad requests listening presence at "Boston Symphony," "Ford Sunday Evening Hour," "Stradivari Orchestra" and "Theatre Guild" programs, all carried by KABC. Through 18 local super-markets station is distributing 100,000 "KABC Shopping Guides" on which housewives may check off needed groceries and household goods and then use guide as market list. KABC programs and sponsors are named beneath respective items on list.

WCHS Banquet

BANQUET honoring 200 school principals and officials for their support of the WCHS Charleston W. Va., promotion of CBS "School of the Air" is to be held in Charleston May 13. An address on "The United Nations" is to be given by Quincy Howe, CBS commentator and observer at the UN Hunter College meeting. Harry Brawley, WCHS educational director, will present cash prizes totaling $325 to the three principals whose schools made best use of the "School of the Air" in connection with their regular curriculum. Earlier in the year WCHS awarded three trips to New York for best letters on "My favorite 'School of the Air' program."

Repair Service

WPEN Philadelphia, as a service to radio dealers and repairmen, is issuing a poster which lists dial settings for stations in Philadelphia and surrounding towns, FM designations and several check-up points to be considered in delivering new or repaired radio sets. Card is intended for shop display and as a convenience to servicemen while actually repairing sets. In addition WPEN has provided gummed labels to be fixed to home repair jobs as a reminder to owners when additional work is needed. Labels carry station identification with a space provided for stamping serviceman's name and location.

Program Contest

CONTEST has been started on NBC early morning "Hi Jinx" program by Jinx Falkenburg, star of the show, in which contestants are asked to submit 10-word descriptions of five men whom they consider "representative" New Yorkers. Titled "Mr. New Yorker" and sponsored by Ham Fisher, cartoonist and originator of the "Joe Palooka" comic strip, winners will be awarded Fisher's original drawing of their selection and will be guest of Jinx and her husband, Tex McCrary, at dinner, the theatre and supper.

Audience Pull Test

FIFTY DOZEN nylon giveaways are being keyed into six top programs at KYA San Francisco to test audience pull. To win a pair of the hosiery listener sends in her name, address and phone number to the station and designates program heard. Winners are selected at random from letters sent in. Stunt runs six weeks and will be used for George Rugge's "Ballroom of the Air," Les Malloy's "1260 Club," Bob Emerick's "Telequiz Top Tunes," Dave Morris' "It's A New Day" and Bill Macktosh's "Rhythm Rodeo."

Program Party

TWO HUNDRED and fifty listeners to WIOD Miama, Fla., "Breakfast With Brooks" program were entertained at breakfast-broadcast April 27 by Kirby Brooks, conductor of the 6-7:30 a.m. series, and station's boating and fishing commentator, Frank Mallants; WIOD Sports Editor Bill Cochran; Tom Q. Smith, "The Rambler," and Announcers Marshall Simmons and Martin Hughes. Clark Fiers, staff organist, accompanied community sing.

WHN Sports Promotion

EXTENSIVE promotion campaign in the form of streamers, car cards, direct mail, laundry shirtbands, etc., has been started in connection with spring and summer sports program schedule of WHN New York, pointing out the station's racing results, Brooklyn Dodgers baseball games, boxing bouts, and sports programs before and after the baseball games.

Picture Buttons

FOLLOWING trend for pin-on gadgets on juvenile shows, western-adventure series "Tom Mix" on MBS stations is offering set of five different buttons, each with picture of show's star. They also contain "decoder" word tying in with program's "secret message". Sponsor is Ralston Purina Co. (cereals), St. Louis, with account serviced by Gardner Adv., that city.

School Program Promotion

IN CONJUNCTION with new series of programs being planned by WCAE Pittsburgh for the city's Board of Public Education, station has prepared promotion folder which is being mailed to all elementary, public, private and parochial schools of Allegheny County as well as to 14 branches of the Carnegie Library of Pittsburgh.

KSD Data Folder

FACTS about St. Louis and the St. Louis Post Dispatch station, KSD, are presented in promotion booklet prepared by the station. Daytime and nighttime coverage maps are included along with photos of KSD personalities and summary of services rendered community during 22-day newspaper carriers' strike.

Public Forum Story

WGAR Cleveland folder, now being distributed, relates story behind presentation of the Saturday Forum of the City Club during the past eight years. Partial list is presented to those who have participated in the forums, broadcast by WGAR in the public interest.

Novelty Tickets

MINIATURE car cards, photographed from those used currently by WGL Fort Wayne, Ind., in local busses, were used as tickets to Farnsworth Night celebration April 23 at Fort Wayne Civic Theatre.

Students Operate WNEW

WNEW New York April 30 was operated by boys and girls of New York City high schools for a full day, as phase of Boys and Girls Week, April 27-May 4. Station will begin operating at 10 a.m. under guidance of students in radio courses with a student station

(*Continued on page 70*)

THE BRANHAM COMPANY

Chicago
New York
Detroit
Atlanta
Dallas
Charlotte
St. Louis
Memphis
Kansas City
San Francisco
Los Angeles

representing

WMOB . . . . Mobile, Ala.
KTHS . . . . . Hot Springs, Ark.
KFMB . . . . San Diego, Calif.
KWKH . . . . . Shreveport, La.
WCPO . . . . . Cincinnati, Ohio
WTJS . . . . . . Jackson, Tenn.
WNOX . . . . . Knoxville, Tenn.
WMC . . . . Memphis, Tenn.
KRIC . . . . . . Beaumont, Texas
KWBU . . . Corpus Christi, Texas
KRLD . . . . Dallas, Texas
WCHS . . . Charleston, W. Va.
WBLK . . . . Clarksburg, W. Va.
WSAZ . . . Huntington, W. Va.
WPAR . . . Parkersburg, W. Va.

Airport Act Gives FCC Voice in Deciding Whether Antenna Might Be Hazardous

THE FCC will have a voice in controversies arising over transmitter antennas or station equipment that might be considered hazards to proposed airports under an amended Federal Airport Act which passed the Senate Tuesday, 49-32, and went to the White House.

Compromise between the original Lea and McCarran bills, the Federal Airport Act appropriates $500,000,000 for Federal aid in public airports for the next seven years, beginning July 1, 1947. With States and local municipalities to provide half of funds necessary, the airport program is expected to cost a billion dollars.

In formulating plans for airports the Civil Aeronautics Administrator "shall, to the extent feasible, consult and give consideration to the views and recommendations" of the FCC and "shall make all reasonable efforts to cooperate" with the FCC in "eliminating, preventing, or minimizing airport hazards caused by construction or operation of any radio station."

Should broadcasters be adversely affected by a proposed airport, they may protest to the CAA and demand public hearing. The bill provides that "any public agency, person, association, firm, or corporation having a substantial interest in the disposition of any application by the Administrator may file with the Administrator a memorandum in support of or in opposition to such application; and any such agency, person, association, firm, or corporation shall be accorded, upon request, a public hearing with respect to the location of any airport, the development of which is proposed."

Both sections were urged by the NAB, when original bills failed to protect radio.

RADIO SET OUTPUT NEAR 1940 FIGURE

SHIPMENTS of domestic radios rose to about 1,000,000 sets in March, 33% above February's 750,000 units, according to monthly report of Civilian Production Administration. Pre-war base period rate was 1,000,000 units a month.

Table models comprised 87% of March output, with only 4% consoles and 9% auto radios. Figures in base period were 63% table models, 13% consoles, 20% auto radios. Low level of console shipments is ascribed to shortage of cabinets due to tight lumber situation.

Dr. William H. Easton

DR. WILLIAM HASTINGS EASTON, 65, vice president of Sheldon, Morse, Hutchins & Easton, New York, public relations and publicity agency, and vice president of the Safety Research Institute, New York, died April 27 at his home in Queens, New York. From 1908 until 1931 Dr. Easton was with Westinghouse Electric & Mfg. Company and became a pioneer in commercial radio broadcasting. He was in charge of the Westinghouse Broadcasting System and from 1922 to 1931 was station manager of WJZ New York, then a Westinghouse station. In 1931 he helped organize the public relations and publicity agency of which he became vice president. Surviving are his wife, Mrs. Helen Lloyd Easton, a son, William Hastings Jr., two daughters, Elizabeth L. Easton and Mrs. John E. Bowers, and a brother, Dr. Burton Scott Easton.

Continental

(Continued from page 36)

airline people and our competitors. In addition, radio was going to out of the way places, and new people were beginning to learn about Continental Air Lines, and the service it had to offer them.

Many had ideas that airline fares were more expensive than surface transportation. When we said Denver to Kansas City, $27.95 (since lowered to $24.95) they knew it cost less to ride on the plane than to buy a pullman and ride the train. When we said Denver to Kansas City, flying time 3 hours 10 minutes, they compared it with train time of some 14 hours. When we told them our telephone number was Dexter 1561, they telephoned, and although many of our spots were late at night, too late for reservations on flights that day, the response was immediately measurable.

Load Factor Rises

The payoff came when the Denver-Kansas City load factor (percentage of seats used by paying passengers) rose from around 63 to a healthy 89 almost within the first fortnight.

With this superb showing for radio on a small section of our six-state system, we knew conclusively we'd been passing up a good bet all these years by ignoring radio. And we set out to make radio a complementary medium to newspapers, which will continue to be an all-important medium for airline promotion.

The stations cooperated by moving us into better spots as other advertisers vacated them, and by the autumn of 1945 we were fairly well entrenched in good positions in both cities.

In the next few months, we increased the Denver and Kansas City radio campaign to include Albuquerque, El Paso, San Antonio, Tulsa, and Wichita, and recently, upon the opening of a new air route, have begun using radio in Oklahoma City, Wichita Falls and Lubbock, Tex.

Every 60 minutes

. . . in Philadelphia

WDAS broadcasts the news every hour on the hour

. . . and one-minute summaries on the half hour.

That's why most Philadelphians have formed the habit of dialing 1400 regularly.

With *Timing* like this in Philadelphia, it's no wonder that 78 percent of this station's sponsors renew regularly.

SERVICE DIRECTORY

FREQUENCY MEASURING SERVICE

Exact Measurements • at any time

R C A COMMUNICATIONS, INC.
64 Broad Street New York 4, N. Y.

MORE RF KILOWATT HOURS PER DOLLAR WITH
F & O TRANSMITTING TUBES
Freeland & Olschner Products, Inc.
611 Baronne St., New Orleans 13, La.
Raymond 4756
High Power Tube Specialists Exclusively

FREQUENCY MEASUREMENTS
One of the best equipped monitoring stations in the nation
STANDARD
Measuring & Equipment Co.
Phones 877-2652 Enid, Okla.
Since 1939

TOWER SALES & ERECTING CO.
Radio Towers
Erection, lighting, painting & Ground Systems
6100 N. E. Columbia Blvd.
Portland 11, Oregon
C. H. Fisher, Agent Phone TR 7303

Transmitter Installation
Field & Antenna Measurements
BRADEN ENGINEERING CO.
3317 Kenmore Ave., Dayton 10, Ohio
Phone—Kenmore 6233

GEORGE H. JASPERT
Consultant,
Broadcast Station Operations
Preparation and breakdown of program matters pertaining to AM-FM applications, estimates of station costs, annual operating expenses and income.
Little Building Hancock 4948
Boston 16, Mass.

---

* VACANCY
YOUR FIRM'S NAME in this "vacancy" will be seen by 12,000 readers—station owners and managers, chief engineers and technicians—applicants for AM, FM, Television and facsimile facilities. Write or wire . . .
BROADCASTING

Custom-Built
Speech Input Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
District 1640

The
Robert L. Kaufman
Organization
Technical Maintenance, Construction Supervision and Business Services for Broadcast Stations
Munsey Bldg. Washington 4, D. C.
District 2292

KLUGE
ELECTRONICS
1031 N. ALVARADO - LOS ANGELES 26, CALIF

AVAILABLE NOW
PRECISION TURNTABLES—and/or ASSEMBLIES • MODULATION MONITORS • REMOTE-POWER AMPLIFIERS
SONIC ENGINEERING CO.
592 Columbus Ave., New York City, N. Y.

Ralston Radio Engineering Co.
Supervision of constructing AM & FM Stations. Field measurements.
1448 N St., N.W. Office—DI. 2704
Washington, D .C. Res.—Alex. 6957

BROADCAST ENGINEERING SERVICE
CONSULTING RADIO ENGINEERS
FM AM TV
Riggs Natn'l Bank Bldg. 14th & Park Rd.
Washington D. C.

Grether Radio Engineering Co.
115 RODGERS AVENUE
NORFOLK 2, VIRGINIA
Phone Norfolk 24408
Julius L. Grether — William P. Grether
CONSULTING RADIO ENGINEERS
INSTALLATION SPECIALISTS

Worthy of an Engineer's Careful Consideration

THE 201 SERIES RECTIFIERS

The 201 Series consists of the 201-A which has a single filter stage and 201-B which has a dual filter stage. The latter type is designed to supply filament and plate power for pre-amplifiers, such as Types 106 and 111. The 201 Series also supplies power for associated line amplifiers such as the Langevin 102 Series. Both units of the 201 Series possess excellent regulation and low ripple content.

The Langevin Company
INCORPORATED
SOUND REINFORCEMENT AND REPRODUCTION ENGINEERING
NEW YORK 37 W 65 St 23
SAN FRANCISCO 1050 Howard St 3
LOS ANGELES 1000 N Seward St, 38

TECHNICAL

CHARLES H. GIRT has returned to WHBC Canton, Ohio, as chief engineer following his release from the Army's Psychological Warfare Division. Most of his 33 months overseas was spent in technical radio work.

HERB DAVIDSON, before entering the Navy chief engineer at KWIL Albany, Ore., has been discharged from the service and resumed duties in his former capacity. **KEN McCOY**, also a Navy veteran, continues in engineering department after serving temporarily in Davidson's absence.

HUGH BARNETT, formerly with WTMC Ocala, Fla., joins WIS Columbia, S. C., as transmitter operator replacing **EMMANUEL RICH**, resigned.

JIM MATTOX, engineer at WCKY Cincinnati, is the father of a girl. Baby is his fifth daughter.

TED MILLARD, released from armed forces, has resumed duties as engineer at KCMO Kansas City.

PRECISION APPARATUS Co., Elmhurst, N. Y., has announced a new AC-DC industrial circuit tester, Series 856-J, which it describes as "rugged, portable, supersensitive multirange, designed especially for use in industrial, electric power, laboratory testing and analysis" with "wide application in the fields of railroad, communications, power installations, electrical maintenance, electrical engineering and manufacturing, radio, as well as for use in school and university labs."

DAN GELLERUP, for 22 years chief engineer of WTMJ Milwaukee, has been appointed chief engineer of Wisconsin Broadcasting System Inc., holder of a construction permit for new local daytime station on 860 kc with 250 w in Milwaukee (WFOX). Mr. Gellerup 1943-45 was field engineer with the Navy.

Mr. Gellerup

RICHARD RHIGER, consulting engineer, has been appointed assistant to **HAROLD SINGELTON**, chief engineer of KGW Portland, Ore. He has been with Harvard U. for three years as chief test engineer of the radio research lab.

RAYTHEON MANUFACTURING Co., Newton, Mass., has announced an electronic photo-flash unit using a flash bulb filled with Xenon gas and which will take up to 10,000 exposures with a single lamp. Approximately the size and weight of a professional camera, equipment employs two of the recently developed Raytheon CK-103 cold cathode high voltage rectifier tubes.

WILLIAM MORRISON, chief engineer at WMAN Mansfield, Ohio, is the father of a boy.

GENERAL ELECTRIC Co., Tube Division, Schenectady, N. Y., has prepared two booklets (ETR-15 and ETR-16) on the essential characteristics, important ratings and other data on GE and Ken-Rad receiving tubes.

MARTIN TUCK has joined the engineering department of WFPG Atlantic City, N. J., succeeding **JOSEPH H. ROBERTS**, resigned. Mr. Tuck for several years was test engineer with Federal Telephone and Radio Corp.

CHARLES THEODORE, former Navy radar officer, has joined engineering department of W6XYZ, Hollywood television station.

PROMOTION

(*Continued from page 68*)

manager. Programs on that day will feature music, talks and activities of interest to high school group.

WFIL Folder

FOLDER presenting information on "The Philadelphia and Suburban Town Meeting" program of WFIL Philadelphia has been prepared by the station. The board of advisors, topics to be considered, time and place of origination are featured in the listener promotion piece.

WOR Ad Reprints

REPRINTS are being distributed by WOR New York of trade paper advertisement used to show how station promotes its facilities in the New York area through extensive use of visual media. Piece is titled "These Walls Have Ears . . ."

Story on WJAX

STORY on success of WJAX Jacksonville, Fla., city-owned station, appears in current issue of Municipal Signal Engineer.

Promotion Personnel

WILLARD HANES, publicity and promotion director of KMPC Hollywood, has resigned. **BETTY HUDSON**, his assistant, has taken over station publicity.

JAMES S. POWERS, director of public relations for Yankee Network, has been appointed to the New England Council on Radio in Education.

E. P. J. SHURICK, director of promotion and publicity at KMBC Kansas City, April 24 addressed 300 advertising students on the topic "American Broadcasting and Advertising," under sponsorship of the Kansas City Advertising and Sales Executives Club. April 26 he appeared as luncheon speaker before the 600 members of the Presidents and Past Preidents General Assembly of Greater Kansas City on "How Broad Are Your Radio Horizons."

JERRY HOEKSTRA, director of public relations at KMOX St Louis, has been appointed director of special events and publicity. His former post is taken by **J. SOULARD JOHNSON** who switches from sales staff. **DAVE MOORE, KMOX** publicity director, has been transferred to CBS Chicago outlet, WBBM, where he will assist **DON KELLY**, director of press information and public relations.

STERLING FISHER, assistant public service counselor for NBC and director of the NBC "University of the Air" and NBC United Nations project, April 29 addressed the seventh study conference conducted by the Federation Listing Post of Protestant Welfare Agencies at the Spence School, New York, on how "A Network Transmits the Community Message."

ALAN B. JOHNSTONE has been appointed to handle sales promotion and publicity for KLX Oakland, Calif. Former newspaperman, he has been with station for six months.

THELMA AGOSTI has returned to KGW Portland, Ore., as publicity director succeeding **JACK EICHENBERGER**, resigned.

AL THOMAS, former promotion manager of Salt Lake City Desert News, has been named promotion manager of KUTA Salt Lake City.

NORM FISHER, chief announcer of CJOC Lethbridge, Alta., has been named publicity director of the station.

PAUL RITTENHOUSE, released from the Army, returns to NBC as manager of guest relations department. **WILLIAM ERVIN**, acting manager, assumes duties of executive assistant manager.

JULIUS GLASS, in the armed forces for two years and formerly with WGAR Cleveland and WGKV Charleston, W. Va., has been named director of promotion and publicity at WHBC Canton, Ohio.

JEANNE ROGERS, former junior account executive, Henry A. Loudon Adv., New York, has joined the sales promotion and advertising department of CBC in New York as copywriter.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
DEDICATED TO THE
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & WRATHALL
CONSULTING RADIO ENGINEERS
National Press Bldg. DI. 1205
Washington, D. C.

PAUL GODLEY CO.
Consulting Radio Engineers
UPPER MONTCLAIR, N. J.
LABS: GREAT NOTCH, N. J.
Phone: LITTLE FALLS 4-1000

GEORGE C. DAVIS
Consulting Radio Engineer
Munsey Bldg. District 8456
Washington, D. C.

Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
International Building, Washington, D. C.
321 E. Gregory Boulevard, Kansas City, Mo.
Cross Roads of the World, Hollywood, Calif.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

There is no substitute for experience
GLENN D. GILLETT
Consulting Radio Engineer
982 National Press Bldg.
Washington, D. C.

JOHN BARRON
Consulting Radio Engineers
Specializing in Broadcast and
Allocation Engineering
Earle Building, Washington 4, D. C.
Telephone NAtional 7757

RAYMOND M. WILMOTTE
CONSULTING RADIO ENGINEER
PAUL A. deMARS
ASSOCIATE
1469 Church St., N.W., Washington 5, D. C.
Decatur 1234

CONSULTING RADIO ENGINEER
JOHN J. KEEL
EARLE BLDG., WASHINGTON, D. C.
NATIONAL 6513

LOHNES & CULVER
CONSULTING RADIO ENGINEERS
Munsey Bldg. • District 8215
Washington 4, D. C.

Frank H. McIntosh
Consulting Radio Engineers
710 14th St. N.W. ME. 4477
Washington, D. C.

MAY and BOND
CONSULTING RADIO ENGINEERS

* * *

1422 F St., N.W., Wash. 4, D. C.
Kellogg Bldg. • Republic 3984

HAROLD B. ROTHROCK
Consulting Radio Engineer
1909 Eye St., N.W. NAtional 0196
Washington 6, D. C.

Garo W. Ray
Consulting Radio Engineers
991 Broad St., Suite 9-11
Bridgeport 3, Conn.
Telephone 5-2055 Lab. Phone 7-2465

LENT and POAST
CONSULTING ENGINEERS
WASHINGTON, D. C.
1319 F St., N. W. DISTRICT 4127

HERBERT L. WILSON
AND ASSOCIATES
CONSULTING RADIO ENGINEERS
AM FM TELEVISION FACSIMILE
1018 VERMONT AVE., N.W., WASHINGTON 5, D.C.
NATIONAL 7161

HOLEY & HILLEGAS
CONSULTING RADIO ENGINEERS
1146 Briarcliff Pl., N.E.
Atlanta, Ga. ATwood 3328

ANDREW CO.
Consulting Radio Engineers
363 E. 75th St. CHICAGO 19
Triangle 4400

GOMER L. DAVIES
Consulting Radio Engineer
P. O. Box 71 Warfield 9089
College Park, Md.

DIXIE B. McKEY
ROBERT C. SHAW
CONSULTING
RADIO ENGINEERS
1730 Connecticut Ave., N. W.
Washington, D. C. ADams 3711

WELDON & CARR
CONSULTING RADIO ENGINEERS
WASHINGTON, D. C.
1605 CONNECTICUT AVENUE
PHONE—MICHIGAN 4151

CHAMBERS & GARRISON
Consulting Radio Engineers
1519 Connecticut Avenue
WASHINGTON 6, D. C.
Columbia 8544

CONSULTING RADIO ENGINEERS
EQUIPMENT ENGINEERING CO.
RADIO BROADCAST CONSULTANTS SINCE 1929
COLORADO BUILDING · WASHINGTON, 5, D.C.
600 PICKENS ST. · COLUMBIA, 19, S.C.

KEAR & KENNEDY
Consulting Radio Engineers
1703 K St. N.W. REpublic 1951
Washington, D. C.

Universal Research Laboratories
ROYAL V. HOWARD, Director
1 NOB HILL CIRCLE
Pine & Mason Streets
SAN FRANCISCO
DOUGLAS 5380
A Division of Universal Broadcasting Company
Radio Engineering Consultants

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEER
HIGHLAND PARK VILLAGE
DALLAS, TEXAS

Colton & Foss, Inc.
Electronic Consultants
• *WASHINGTON, D. C.* •
927 15th Street NW, REpublic 3883

John Creutz
Consulting Radio Engineer
328 Bond Bldg. REpublic 2151
Washington, D. C.

Broadcast — Allocation & Field Service
GILLE BROS.
CONSULTING RADIO ENGINEERS
1108 Lillian Way Phone: GLadstone 6178
HOLLYWOOD 38, CALIF.

WILLIAM E. BENNS
Consulting
Radio Engineers
COLUMBIA, SOUTH CAROLINA
830 Gregg St. Phone 7342

H. V. Anderson
AND ASSOCIATES
• Consulting Radio Engineers
715 American Bank Bldg. Tel. RAymond 0111
New Orleans 12, Louisiana

GUY C. HUTCHESON
CONSULTING RADIO ENGINEER
811 N. SYCAMORE ST.
PALESTINE, TEXAS
PHONE—2-6166

FM
AM
NATHAN WILLIAMS
Allocation & Field
Engineering
20 Algoma Blvd.
Oshkosh, Wisc.
Ph: Blackhawk 22

SINGLETON AND BARNARD
Consulting Radio Engineers
AM FM Television Marine
2438 S.W. 4th Ave.,
ATwater 4594
PORTLAND 1, OREGON

LAMAR A. NEWCOMB
Consulting Radio Engineer
703 Albee Bldg. REpublic 3931
Washington, D. C.

MENNEN
SHAVE PRODUCTS

buys WOC for the

QUAD Cities
(DAVENPORT, ROCK ISLAND
MOLINE, E. MOLINE)

MINNEAPOLIS
ST. PAUL
CHICAGO
OMAHA
QUAD-CITIES
ST. LOUIS

Since 1943, Hooper and Conlan surveys have shown that only WOC delivers the Quad-Cities — the largest metropolitan area between Chicago and Omaha; and between Minneapolis and St. Louis. It's the 40th retail market in the nation, with approximately 218,000 population.

ACCORDING TO HOOPER THE 40TH MARKET IS DELIVERED ONLY BY WOC

DAVENPORT, IOWA
B. J. PALMER, President
BURYL LOTTRIDGE, Manager

BASIC AMERICAN NETWORK
5000 WATTS—1420 Kc.
FREE & PETERS, INC., National Representatives

KXA Staff Continuing Under Its New Owners

STAFF of KXA Seattle, Wash., remains virtually unchanged, following the recent transfer of ownership to Universal Broadcasting Co. [BROADCASTING, April 1].

Florence Wallace continues as general manager of the station. Miss Wallace joined KXA in 1931, going from KJR Seattle and the old KPCB (KIRO), in that city.

Rod McArdle also continues as sales manager of KXA. Mr. McArdle first joined KXA in 1931, transferred to KOL Seattle for three years, then went to Alaska to install special weather transmitters for Pan-American Airways. He was then associated with several stations in Montana and Idaho before going to KXRO Aberdeen, Wash., and finally returning to KXA as sales manager.

Chief engineer of KXA is John Dubuque, with the station since 1940 after being with KTW Seattle since 1938. Special events and public relations director of KXA is Scott Seifert, who joined the station in 1945 after serving at KOA Denver and KOMO Seattle. KXA news editor is Leonard Beardsley, one-time program director of KINY Juneau, Alaska, and announcer at KIRO Seattle.

BOURJOIS Inc., New York, on May 4 changed title of "Listen to a Love Song," CBS Sat. 7:30-8 p.m., featuring songs by Tony Martin, to the "Tony Martin Show." Agency is Benjamin Sonnenberg Inc., New York.

Radio Over-Commercialized, According To WLS Poll of Future Farmer Youths

COMMERCIALS were condemned by another group last week when members of the Future Farmers of America Assn., queried by WLS Chicago, stated that radio is becoming too commercial.

Twenty-eight of the 40 members, all between 14 and 18 years of age, when questioned on how much commercial they would take, replied "We resent middle commercial interruptions." Thirty-four of the group felt an opening and closing announcement should be sufficient for the sponsor to sell his product.

Although they were against too much commercialism in radio, they were unanimous in their support of the American method of broadcasting. As farmers they placed weather first; markets, second; and news, third in importance on their listening schedule. As non-farm listeners they placed entertainment first and news, second. Twenty-six of the youths preferred singing commercials over 100-word straight-talk announcements.

Straight News Chosen

Anent news—21 to 9 said they preferred factual reporting over the commentary form, because it afforded them the right to weigh it and draw their own conclusions. Others showed preference for dramatization and on-the-spot coverage. One future farmer inquired, "Why can't stations give us more constructive agriculture programs at popular hours of the day?" Another was of the opinion that more accurate weather reports should be made available.

All had given enough thought to television to have an immediate answer ready for the question of how much they would be willing to pay for a television set. It must be fairly well perfected before they buy. Then they will pay as high as $225. Popular price was $150.

Boys questioned were winners of the third annual Prairie Farmer-WLS-FFA Award Trip to Chicago.

Holbrook Promoted

ROBERT D. HOLBROOK, former executive vice president of Compton Adv., New York, has been elected president of the agency. Richard Compton, former president, has been elected chairman of the board in a move designed to "free his time so that he may spend more of it working side by side with clients and working hand in hand with art, copy and merchandising people." Previously with the General Foods Corp., Mr. Holbrook joined Compton in 1933. He recently returned to the agency after serving as a lieutenant colonel in the Army.

Mr. Holbrook

ASCAP Board

ASCAP board of directors, New York, on April 30 reelected the following officers of the society for another year: Deems Taylor, president; Gustave Schirmer, vice president; Oscar Hammerstein II, vice president; George W. Meyer, secretary; J. J. Bregman, treasurer; Donald Gray, assistant secretary. Kay Henderson was elected assistant treasurer, taking over the former duties of Irving Caesar.

HARVEY
Bliley BRUSH PRESTO Bogen NATIONAL ALTEC LANSING CORPORATION

"NAME" BRANDS

Presto . Altec Lansing . . Brush Daven . . . National . . . Bogen — they're big "name" brands and you'll find them here at Harvey, a steady source of supply for broadcast stations since 1928. We have practically everything here a station needs except the talent and the announcer. And we've backed our fine stocks up with an equally fine shipping service. Orders are filled as rapidly as possible, and are packed to reach you in first-class condition. Our prices are right, too. All in all, it pays to do business with Harvey

No matter where you are located, a letter, telegram or phone call will get you prompt action

Telephone LOngacre 3-1800

HARVEY RADIO COMPANY
103 WEST 43rd STREET • NEW YORK 18, N. Y.

In the UTAH market

The Station That DOES Things

KDYL
SALT LAKE CITY
NBC
JOHN BLAIR & CO. National Representative

WHAS CITATION

Peabody Recognition Given For Public Service

WHAS Louisville was given a special citation in the George Foster Peabody Awards for outstanding regional public service. In listing the winners April 29, BROADCASTING inadvertently omitted the WHAS citation.

W. Lee Coulson, general manager, accepted the award for the WHAS *Wake Up Kentucky* program which was cited for presenting a true picture of conditions throughout the state. The Peabody award for outstanding public service went to KFWB Hollywood, with WOV New York and WHAS receiving special citations.

Church Series Cited

NATIONAL Assn. of Evangelicals at its 1946 session just concluded at Minneapolis, has voted the national program of the Assemblies of God church, *Sermons in Song*, as the radio program of the greatest merit on the air. Transcribed series is broadcast over 103 stations Sunday with Radiozark Enterprises of Springfield, Mo., as agency.

Sellers

(*Continued from page 10*)

with UP in New York, he worked on all the Los Angeles newspapers between 1926 and 1937, serving as managing editor of *Illustrated Daily News* for two years.

Following a short stay with M-G-M as publicity writer in 1937, Hal joined CBS Hollywood, in charge of Pacific Network publicity. In 1941 he was transferred to the New York office as assistant to Lou Ruppel, then director of publicity, where he remained until his Army commission.

On Nov. 4, 1939, Mr. Rorke married the former Millie Simms, whom he met at CBS in Hollywood. She was payroll auditor for KNX and issued checks to him every pay day. Now, of course, it's the other way around.

KFBC
CHEYENNE, WYOMING
KFBA—FM
American Network
REPRESENTED BY RAMBEAU

Dannet Named VP

EMANUAL DANNETT, who has served as counsel to Mutual and WOR New York, and who is also a director of WOR, has been elected vice president and general manager of Publix Shirt Corp., New York. Now retiring from partnership in the New York law firm of Lauterstein, Spiller, Bergeman and Dannett, he has also been labor relations advisor to R. H. Macy & Co., L. Bamberger & Co. and the Metropolitan Opera Assn. Mr. Dannett assumed his new duties with the shirt manufacturing company last Wednesday.

REGIONAL SOUGHT ON VIRGIN ISLANDS

A MUNICIPALLY-owned regional station is proposed by the Municipality of St. Thomas and St. John, Virgin Islands, according to a letter sent by Lyman M. Rundlett, consulting engineer, of San Juan, Puerto Rico, to advertisers and agencies in the U. S. and Canada.

Mr. Rundlett said he had been requested by the Municipal Council of St. Thomas and St. John to make a survey of national advertisers to ascertain whether sufficient financial support would be forthcoming. The municipality plans to file with the FCC an application for a 5 kw station on 550 kc, he said.

Plans are to make the station predominantly English-language, with special interest programs in French, Spanish and Dutch.

NBC Slates Regional Affiliate Conferences

TWO program and production managers meetings have been scheduled for NBC southeastern and central area stations.

First meeting for the network southeastern stations will be held in New York May 23-24. Second meeting for the central area stations will be held in Chicago June 6-7.

These make a total of four program and production managers meetings arranged by NBC, first of which was held Feb. 15-16 in New York for the eastern stations, and the second in Los Angeles April 4-5, for West Coast affiliates.

WSIV on Air

WSIV, new local station in Pekin, Ill., is now in regular operation following inaugural broadcast April 21. Outlet, operating 250 w fulltime on 1140 kc, is under the general managership of W. Kenneth Patterson, who owns WSIV in partnership with Emil Prandoni, chief engineer, and George C. Udry, comptroller for the station.

Messrs. Patterson and Udry were formerly on the engineering staff of WMBD Peoria, Ill., while Mr. Pradoni was engaged in electronic research with the Caterpillar Tractor Co.

Three Outlets Ask Control Transfers

APPLICATIONS for consent to transfers of control or assignment of licenses of three stations were reported by the FCC last week. It was also learned that negotiations have been made for transfer of KVOO Tulsa by W. G. Skelly to Skelly Oil Co., which he owns.

Approximately 95% interest in WTAX Springfield, Ill., 100-w station on 1240 kc fulltime, would be sold by Jay A. Johnson for $100,000 to a group including Oliver J. Keller, president and general manager of Pittsburgh Post-Gazette Publishing Co. and vice president of WWSW Pittsburgh, which is controlled by the *Post-Gazette*.

Other buyers are Frederick G. Blackburn, vice president of Union Trust Co., Pittsburgh; Archie Lee, chairman of board, D'Arcy Adv., St. Louis; Noah M. Dixon, president of a Springfield investment firm; Louis F. Gillespie, Springfield attorney. A conditional FM grant to WTAX also would be transferred. Included would be .66 2/3% interests of Gladys M. McGrew and Russell Harms, Springfield

License of KIDO Boise, Ida., and a conditional FM grant would be assigned by Georgia Phillips (doing business as Boise Broadcast Station) to KIDO Inc., a corporation she controls. She is president of KIDO Inc.; associated with her are Walter Wagstaff, vice president, and T. L. Martin, secretary. KIDO operates on 1380 kc with 2500 w day and 1000 w night.

License of KGEZ Kalispell, Mont., would be returned by A. W. Talbot, who has leased the station since 1944, to Donald C. Treloar, 100% owner. Consideration is $8,600. It was pointed out that Mr. Talbot, who also owns KEVR Seattle and KTYW Yakima, Wash., feels he cannot carry out plans contemplated when he leased the station. KGEZ operates on 1340 kc with 100 w fulltime.

The KVOO transaction was said to involve payment of $250,000 by Skelly Oil Co. to Mr. Skelly for all capital stock in the station and three promissory notes of the station in the principal amount of $120,424. KVOO operates fulltime on 1170 kc with 50 kw.

RDG Expands

MOVING TOWARDS national organization, Hollywood Radio Directors Guild has voted to join New York and Chicago guilds. Paul Franklin, president of Hollywood group, following membership meeting approving alliance, flew to Washington, D. C., to confer with New York and Chicago guild officials and those of American Federation of Labor on April 30.

Godfrey in Hospital

ARTHUR GODFREY, CBS star, in a New York hospital for a physical checkup after taking ill on April 29, will not return to his two CBS morning programs until complete recovery. Joe King, heard on WABC New York, Monday through Saturday on the *Reveille Show*, 5-6 a. m., substituted for Mr. Godfrey on his WABC early morning program 6-7:45 a. m. and his network show at 11-11:30 a. m. during week of April 29. Effective today (May 6), Bob Hawk, heard on CBS *The Bob Hawk Show*, Mon., 7:30-8 p. m., takes over Mr. Godfrey's 11-11:30 a. m. network program while Joe King continues early morning show. Arch MacDonald is substituting for Mr. Godfrey on WTOP Washington, 9-10:15 a.m.

Taylor Honored

DAVIDSON TAYLOR, CBS vice president and director of programs, has been awarded the War Dept. Medal of Freedom for his service as civilian radio chief of the Psychological Warfare Division of SHAEF through the European continental compaigns. Mr. Taylor was commended for "his writing, producing and other radio activities, which played an important part in the Psychological Warfare Division's contribution to Allied success."

AER Elects Officers

NEWLY elected officers for the Association for Education by Radio. were announced May 2 at the executive committee meeting in Columbus, Ohio. Kathleen Nichols Lardie, assistant supervisor of radio, Detroit public schools, was elected president; Jennings Pierce, director of public service, NBC Hollywood, first vice president; William Ladd, director of radio, Seattle public schools, second vice president; Gertrude Broderick, United States Office of Education, Washington, secretary; and George Jennings, assistant director, Radio Council, Chicago public schools, treasurer.

Forjoe Expands

FORJOE & Co., national station representative, has opened new offices at 976 Chestnut St., San Francisco, Calif., under management of Lawrence Krasner.

WWSW continues to put public service first, although leading all Pittsburgh stations in total sponsored time.

WE maintain thirty regular "pick-up points" for remote broadcasts of important public-interest features.

SPORTS coverage is complete, with play-by-play broadcasts of baseball, football, hockey and other major sports.

WHEN you want intimate coverage of this rich industrial market, include WWSW —Pittsburgh's only 24-hour station.

Represented by Forjoe and Company
WWSW, INC.
PITTSBURGH, PA.

ABC Buys

(Continued from page 15)

tions. Thus, with the contemplated sale of WOOD for something around $1,000,000, the net cost to ABC would be less than $2,000,000.

King-Trendle's gross revenue in 1945 was $2,357,000, said the ABC announcement. The WXYZ net, before taxes, is understood to have been around $600,000, while WOOD, with an estimated gross of $800,000, is reported to have realized about $165,000 in net return before taxes.

Continue in Broadcasting

Messrs. Trendle and Campbell, who have directed the operations of King-Trendle, will continue in the broadcasting business. In addition to an application pending for a new station in Flint, they will direct and expand the program operations heretofore identified with King-Trendle. These are the Lone Ranger Inc., The Green Hornet Inc., and the Challenge of the Yukon Inc. Mr. Trendle and John H. King, who has been retired for some years, own 40% each of King-Trendle, while Mr. Campbell and Howard O. Pierce, now a resident of Florida, own 10% each. Closing date for the transaction is set for September, it is understood, during which time Messrs. Trendle and Campbell will continue to direct operations. Mr. Noble announced that there would be no changes in management of the properties other than the retirement of the present officers.

The ABC announcement said King-Trendle would become a wholly owned subsidiary of ABC, and that WXYZ and MRN would be retained, but "because of the regulations of the FCC limiting in certain cases the right of a network to own stations in the light of local conditions, Station WOOD will be sold." With WXYZ, ABC will expand the number of its owned and operated stations to five. It now owns WJZ New York; WENR (half-time) Chicago; KECA Los Angeles and KGO San Francisco. All are clear channel stations except KECA and WXYZ, which are 5,000 watt regionals.

King-Trendle was formed in 1930 with the purchase of the then WGHP from the Detroit American Broadcasting Co., of which George B. Storer, president of the Fort Industry Co., was chief stockholder. The price of the then independent low-power outlet was about $250,000. Before their entry in the broadcast field Messrs. King and Trendle had been associated since 1908 in the operation of motion picture theatres in Michigan, sold in 1929 to Paramount for something over $10,000,000.

WOOD was first leased and later purchased by King-Trendle. Michigan Network was formed in 1933. Mr. Trendle, known nationally as the originator of *The Lone Ranger* and *The Green Hornet*, has been the guiding spirit of King-Trendle's program development, while Mr. Campbell was largely responsible for its commercial development. Mr. Trendle was attorney for Arthur Caille, then associated with Mr. King. When Mr. Caille died, Mr. Trendle became a partner in the venture and its managing director.

Mr. Trendle directed the operations of the broadcasting business from an annual gross of $166,000 in 1931 to nearly $2,500,000 in 1945. Mr. King moved some years ago to upper Michigan where he built and operates a resort hotel and retired from active radio interests.

Mr. Campbell joined King-Trendle in 1930 as a member of its sales staff, leaving the *Detroit Times* advertising department to enter radio. Six months later he was named general sales manager and in 1933 became general manager and subsequently a stockholder. He initially sold *The Lone Ranger* as a network program, and later syndicated it—one of the first so nationally sold. He became general manager of MRN upon its formation, and since 1933 has directed King-Trendle's radio operations in all fields. He is chairman of the ABC Planning Committee, and will continue to be associated with Mr. Trendle in the program syndication ventures and in FM and television projects as well as contemplated station operations.

PUBLIC SERVICE award to G. Richard Shafto (l), general manager of WIS Columbia, S. C., was conferred by J. A. Gresham, district information executive for the Office of Price Administration. Citation was for "meritorious service in the public interest" made to WIS in appreciation "for your devotion to your country's needs expressed in your contribution of radio time and personnel efforts to the price control and rationing efforts." WIS is an NBC outlet.

Buys Burnett

AMERICAN HOME PRODUCTS Corp., New York, has acquired the Joseph Burnett Co., Boston, manufacturer of liquid flavoring and food coloring products, for 8,918 capital shares of American Home Products, parent company of American Home Foods, New York.

OPA Grants Boost Of 20% on Tubes

Agency Suspends Price Control On Complete Fax Sets

TUBE PRICE increases designed to return to the industry 25% additional revenue over 1941 levels on all its sales were announced last week when OPA increased manufacturers' ceiling prices for radio receiving tubes and allied special purpose tubes. Current factory costs, including higher wage rates make the increase necessary, said the OPA.

Also announced last week was the suspension of price control from all complete items of facsimile, telegraph and teletype equipment and carrier current equipment and their parts.

Consumers Not Affected

Consumer costs for replacement tubes will not be affected, said OPA, although an increase factor was given for tubes sold as replacement parts as well as those sold as original equipment.

For sales of tubes to resellers for replacement purposes, a 20% increase factor was given manufacturers over March 31, 1942, at which time maximum prices for these sales were frozen.

For all other sales of tubes, including those used as original equipment, OPA is granting a 27.5% increase over March 31, 1942, levels at which price ceilings were frozen prior to September 1945. At that time, OPA granted manufacturers of original equipment tubes a 10.4% increase. Consequently, most recent increase issued last week actually raises current maximum prices for tube sales only 15.5%.

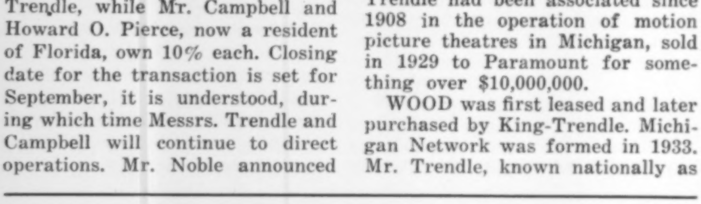
Sell Under Our Names

The action also permits brand owners, such as large mail order firms, selling tubes under their own brand names, to use the same retail price ceilings as all other sellers at retail.

Third action taken by OPA last week affecting the radio industry was an increase factor in prices for manufacturers of radio transformers used on power circuits and vibrators. Increase is from 16.1% authorized Oct. 11, 1945, to 19%. At the same time, OPA granted manufacturers of audio transformers with fixed iron cores and choke coils with fixed iron cores a 25% increase factor to replace an increase factor of 16.1% previously authorized. Resellers are permitted to pass along the increases to consumers.

To cover approved wage and allowable cost increases granted since the first of the year, increases in ceiling prices for producers' sales of brass mill products (used in radios) averaging about 1.3 cents a pound were also allowed, with increases passed on.

24 YEARS OF SERVICE



24 Years of Public Health Programs Leading the Way to Better Health in the Great Northeast . . .

. . . Since March 24, 1922, WGY has broadcast as a weekly feature, Public Health talks presented by the New York State Department of Public Health. In central and eastern New York and western New England 1,045,717 radio families are kept informed of the newest measures promoting happier and healthier living.

Represented Nationally by NBC Spot Sales

NBC—24 Years of Service

50,000 WATTS WGY SCHENECTADY, N.Y.

GENERAL ELECTRIC

WGY-279

Petrillo

(Continued from page 15)

not agreeing with their later decision," the music czar told his subjects.

Contends AFM Position Just

He contended the AFM was "in a just position all the time" because FM "employs separate announcers and engineers to do frequency modulation only." He posed the question: "Why should they not employ musicians in the same manner?" He charged the "radio people" want to use musicians on AM and "transfer the same programs over FM without any extra charge or extra men. This we maintain is a dual job for one scale."

The Lea Act forbids the use of "express or implied threat of the use of force, violence, intimidation, or duress, or by the use of express or implied threat of the use of other means, to coerce, compel or constrain or attempt to coerce, compel or constrain a licensee" to employ more persons than needed or to pay more than once for services performed. The law also forbids interference with foreign broadcasts.

Mr. Petrillo expressed the view that the AFM International Executive Board ruling against duplication of musicians' services on FM, is "sound until such time as the radio people have something better to offer, or can convince us that we are wrong. So far they have not done so."

His article pointed out that musicians helped to build radio into a "two - hundred - million - dollar-a-year business" but implied that musicians got no credit for it. "So now we take the position that if they want to build FM instead of AM, to further increase their two-hundred-million-dollar-a-year business, increased employment of musicians is only fair and just." His article on FM was introduced with the statement that "FM is the successor to AM."

As for banning the use of union musicians on "television in any form," Mr. Petrillo said there'd be no AFM members playing for video "until we find out exactly where we stand."

Mr. Petrillo said: "I believe it necessary to give an explanation of the Executive Board's action" which ruled out performances by any member for television. The action to which he referred was taken in February 1945.

Likening the advent of television in the radio field to that of sound in the motion picture industry, Mr. Petrillo said that 18,000 musicians became unemployed "almost overnight" when Vitaphone and Movietone were installed in motion picture theatres which previously had hired staff orchestras or musicians.

"The American Federation of Musicians is determined to avoid a repetition of that tragic experience," said Mr. Petrillo, "and until we find out exactly where we stand . . . we are not going to render services in the making of television."

A fortnight ago, Mr. Petrillo concluded an agreement with motion picture producers that no films with music would be distributed for television use. That agreement, plus the new outburst by the boss of the nation's musicians, provoked the *New York Times* on May 2 to comment:

"A few days ago James C. Petrillo decreed that films cannot be used for television. That was just as if the International Ladies' Garment Workers Union had passed a resolution that suits cannot be worn by red-headed women. As if this were not a sufficient demonstration of power, however, Mr. Petrillo has now gone on to forbid any member of his musicians' union to work in television at all—until he sees what the effect of television will be on the radio business."

The demonstration that Mr. Petrillo "can keep a whole industry from developing if he feels like it," said the *Times*, emphasized the necessity for a fundamental change in Federal labor laws "which put so much irresponsible power into Mr. Petrillo's hands."

In further explanation of the February 1945 ban against television music, Mr. Petrillo wrote: "Television in many respects is similar to moving pictures. Executives of broadcasting and picture industries are holding conferences as to the use of moving pictures in television. Of course the American Federation of Musicians cannot permit any moving pictures made with the services of our members, for theatres, to be used for television."

"Television is not going to grow at the expense of the musicians. As television grows, the musician is going to grow with it, or we are not going to assist in its development."

In the same issue, the *International Musician* carried an editorial apparently written before the Lea Act passed the Senate, declaring: "The Lea bill should never become a law and if it does, will be a most serious threat of employment opportunities in the radio industry as well as in many other crafts."

The editorial said the law was "aimed at undermining labor in general by first undermining the American Federation of Musicians." Referring to the Conference Report, which was adopted overwhelmingly by both the House and Senate, the editorial commented:

"True, here and there the report exhibits a paternalistic attitude toward the membership of the Federation of Musicians (an attitude so closely resembling the fascistic as to be indistinguishable from it), but in the very same breath it vilifies this Federation's leadership, a leadership, be it remarked, that those very members themselves have chosen." Rep. Vito Marcantonio (AL-N. Y.), who opposed the bill on the House floor, was quoted extensively.

FCC Inroads, Music Problem To Be Studied by NAB Board

CAMPAIGN by NAB to combat FCC encroachments on freedom of speech and steps taken to set up a working arrangement with the AFM, will top a long list of industry topics coming before the NAB Board of Directors' meeting May 6-8 at the Statler Hotel, Washington.

The music problem rose to a peak last week when AFM's president, James C. Petrillo, reaffirmed his operating policies for the union's locals despite passage of the Lea Act. These will come before the board, as well as before the Industry Music Committee which meets May 9 at the Mayflower Hotel, Washington. The committee represents all elements of the industry and was appointed last December to act as an advisory body.

In its discussion on FCC programming controls the board will have before it a resolution adopted last Tuesday by District 5, meeting at Pensacola, Fla., in which self-regulation is advocated to bring about improvement in American radio.

The board will resume discussion of the "Oscar" award idea, laid aside for study at the January board meeting. A special awards committee was to meet over the weekend to go into the problem and submit recommendations to the board. Members of this committee are William B. Ryan, KFI Los Angeles, chairman; Hugh Terry, KLZ Denver; William B. Smullen, KIEM Eureka; John E. Fetzer, WKZO Kalamazoo. District 5 adopted a resolution opposing operation of any award project by the NAB.

Daylight time worries will be considered, along with construction headaches centering around the Civilian Production Administration $1,000 limit on radio building projects. Among other problems on the agenda prepared by Justin Miller, NAB president; A. D. Willard Jr., executive vice president, and C. E. Arney Jr., secretary-treasurer, are: FCC revision of rules governing station sales; recent creation of Freedom of Radio Committee; proposed creation of an NAB program department; preliminary report on Joskes retail project; departmental, personnel and budget problems and employe-employer relations.

When you buy NBC
-be sure you get
KOH
SERVING ISOLATED AND WEALTHY
WESTERN NEVADA

One hundred thousand people in KOH'S primary area depend on KOH for radio service. During the summer months the Lake Tahoe recreation area, where KOH is the only station heard consistently, adds thirty to fifty thousand more listeners to this figure.

KOH—Reno, Nevada.
Established in 1928.
A McClatchy Broadcasting Company
BEELINE STATION.
1000 watts — 630 kilocycles.
National Broadcasting Company.

WNOX

. . . to make your sales climb—it dominates the "buying-powerful" markets of Knoxville and East Tennessee

●

See your BRANHAM man for availabilities

REPRESENTED BY The BRANHAM Co

Affiliated with THE KNOXVILLE NEWS-SENTINEL

WNOX

CBS • 10000 WATTS

KNOXVILLE, TENN

Where do annual food sales approximate $325,017,100.00? . . . food sales per family average $669.88, a 31% increase over U. S. average? WLAW-Land is this "food conscious" market . . . 3 state area and home of nearly two million listeners!

(Sales Management estimates)

5000 WATTS 680 KC.

50,000 WATTS SOON!!!

Basic Station
American Broadcasting Co.

WLAW

LAWRENCE, MASS.

NATIONAL REPRESENTATIVES:
WEED & CO.

Recording

(Continued from page 16)

commentators programs for broadcast over the full network.

The amended rule reads:

3.407 Mechanical Records.—Each program broadcast which consists in whole or in part of one or more mechanical reproductions shall be announced in the manner and to the extent set out below.

(a) Each such program of longer duration than 30 minutes, consisting in whole or in part of one or more mechanical reproductions, shall be identified by appropriate announcement at the beginning of the program, at each 30-minute interval and at the conclusion of the program; provided, however, that the identifying announcement at each 30-minute interval is not required in case of a mechanical record consisting of a continuous uninterrupted speech, play, religious service, symphony concert or operatic production of longer than 30 minutes.

(b) Each such program of a longer duration than 5 minutes and not in excess of 30 minutes, consisting in whole or in part of one or more mechanical reproductions, shall be identified by an appropriate announcement at the beginning and end of the program.

(c) Each such program of five minutes or less, consisting in whole or in part of mechanical reproductions, shall be identified by appropriate announcement immediately preceding the use thereof.

(d) In cas a mechanical record is used for background music, sound effects, station identification, program identification (theme music of short duration) or identification of the sponsorship of the program proper, no announcement of the mechanical record is required.

(e) The exact form of identifying announcement is not prescribed, but the language shall be clear and in terms commonly used and understood. A licensee shall not attempt affirmatively to create the impression that any program being broadcast by mechanical reproduction consists of live talent.

FUNERAL RITES HELD FOR MARTIN WHITE

FUNERAL SERVICES for Martin (Matty) A. White, assistant to the chairman of the Federal Trade Commission and director of public relations, were held last Thursday in Washington. Burial services were held Friday at Kent, Conn. Mr. White, 70, died Tuesday night at his home in Washington after a heart attack.

Born in Lake County, Ill., he joined the *Chicago Tribune* in 1900 as a reporter. In 1910 he joined the AP Chicago bureau, later transferring to New York where he became AP general news editor. When he resigned that post in 1931 to become associated with the Hearst enterprises as assistant general manager of INS, Universal Service and King Features Syndicate, he was succeeded by Byron Price, wartime head of the Office of Censorship and now executive vice president of the Assn. of Motion Picture Producers.

He left the Hearst organization in 1937 because of ill health and the next year accepted the post with FTC. The Commission will appoint his successor. Nick M. Carey is now assistant director of public relations.

Mr. White is survived by his wife, Mrs. Nana Springer White, and a daughter, Mrs. Merrell R. Bailey, both of Cornwall Bridge, Conn.; a son, John Springer White of Huntington, Long Island, and a brother, Thomas J. White of Chicago.

KBIZ COVERS WRECK

Station Sends Plane to Scene For Direct Broadcast

KBIZ Ottumwa, Iowa, gave "all out" coverage to the Burlington train wreck, devoting approximately four hours of air time to it.

Immediately upon hearing the news, Gene Milner, KBIZ program director, chartered a plane and flew 270 miles to Naperville, Ill., scene of the tragedy. At 9 p.m. the night of the wreck, Mr. Milner broadcast through the facilities of WMRO Aurora, Ill., by direct line to KBIZ interviewing witnesses, rescue workers and giving his own description of the scene. Martin O'Brien, WMRO owner and manager, also participated.

The station set up a public address system so that crowds in the city could be kept informed of the latest news of the wreck. By telephone, KBIZ interviewed Ferne Hoeft, reporter for the *Naperville Sun*, and an eyewitness. Her account was on the air 18 minutes before it came over the news ticker. Casualty lists were broadcast as they arrived. Late in the evening, uninjured passengers from both trains were interviewed as they arrived in Ottumwa.

Army Show

A NEW ARMY show is scheduled to start on Mutual May 24, 11:30-12 noon (EST). Program, featuring Army Band, will salute infantry combat divisions, and will originate from Ft. Myer near Washington. It will be heard Fridays.

VIDEO SCHOOL CASE HEARINGS ARE HELD

HEARINGS to take further testimony in the case in which American Television Labs. Inc., Chicago, is accused by the Federal Trade Commission of misrepresenting its correspondence courses in radio and television were under way in three cities last week, FTC reported.

The FTC complaint, listing 18 representations which it contends are misleading, claims that the company has left the impression that its courses are designed to provide the television industry with trained technicians and engineers "whereas, as a matter of truth, its purpose . . . is to enable it to operate its school at a profit, and for no other purpose. . . ."

Issued in August 1944, the complaint also claims the courses "are in no sense complete or true engineering courses," and it doubts that sufficient facts existed to justify "the representations made by respondents as to the present and future needs of the television industry and its possibilities for employment." The complaint maintains the word "free" is a bait to induce students to enroll in a "tuition course."

Hearings, said FTC, were being held in Louisville, Nashville, and Memphis. Respondents are the corporation and Ulises A. Sanabria, Samuel R. Rabinoff, Elmer D. Carter, Lee De Forest, A. J. Cole and J. M. Shaddrick individually and as officers and directors.

Withdrawal by Mexico Makes 1340 kc Available in Texas

TO AFFORD opportunity for standard applicants in the El Paso, Texas area to amend their applications, the FCC announced last week that 1340 kc is available by virtue of withdrawal by Mexico of a priority on the frequency.

Availability of 1340 kc was announced in a Public Notice issued by the Commission, a departure from the usual procedure of sending out such information to a list of radio lawyers and engineers. Present demand for frequencies is understood to have prompted the Commission to make such availabilities public.

The Commission had been notified in 1943 that Mexico intended to use the local channel for a station in Ciudad Juarez, just across the border from El Paso. This notification, it was explained, gave the neighbor country priority at this location as there had been no applications from the U. S. for the frequency at that time.

Subsequently, three applications for use of the frequency were received from El Paso but in view of the Mexican priority the applicants filed amendments, two seeking secondary stations on clear channels and one a local. Later a fourth applicant filed for a secondary station. Three of the applications have been set for hearing.

Under the North American Regional Broadcasting Agreement, signatory nations may use all regional and local channels, subject to power limitations and standards for prevention of objectionable interference. The Agreement provides that notification be given of authorizations of new stations and that first notices of use of a frequency receive priority. However, the priority becomes invalid if the station does not begin operation within a year of notification, except where circumstances interfere with construction in which case an extension may be granted.

Applicants for new stations in El Paso are: El Paso Broadcasting Co., and Del Norte Broadcasting Co., both seeking 1560 kc, 500 w night, 1 kw day; Sunland Broadcasting Co., which had withdrawn its application for 860 kc, 500 w night, 1 kw day, but has filed for reinstatement with change to 1490 kc, 250 w; and Seaman & Collins, which has filed to amend its application from 1490 kc to 1340 kc immediately following the notification by Mexico.

Industry Self-Regulation Is Proposed

NAB 5th District Hears Plans for Continuing Improvement

INDUSTRY self-regulation for the continuing improvement of the American radio system was proposed by the NAB 5th District (Ala., Ga., Fla., P. R.), meeting April 29-30 at the San Carlos Hotel, Pensacola, Fla. The district also proposed that the industry, through NAB, petition Congress "for definitive legislation, defining and limiting the powers of the FCC."

Indignation ran high among district members over the unfairness of the FCC's Blue Book indictment. Their resolution protested the "unjust presentation" of station practices.

Resolution

Text of the resolution follows:

It is the belief of the members of the 5th District of NAB that the publication and circulation by the FCC of the book entitled "Public Service Responsibility of Broadcast Licensees" is an unfair and an unjust presentation of the practices of broadcast stations in general throughout the United States; that the specific case examples cited in the publication in no way justify control of program content by the FCC; that the 5th District requests the NAB to proceed as rapidly as possible to prepare and have presented to Congress necessary amendments to guarantee freedom of radio as well as freedom of the press in an effort to maintain the essential freedoms in the only democracy left in the world.

1. That the NAB board establish a workable system of industry self-regulation, for the continuing improvement of the free American system of radio.
2. That the radio industry through the NAB petition Congress for definitive legislation, defining and limiting the powers of the FCC.

President Justin Miller discussed the Blue Book and its impact on the industry, reviewing developments since its issuance and pointing to its threat to freedom of speech.

Confusion over daylight time brought a resolution asking NAB "to extend all efforts in securing a national pattern for the establishment of a uniform time in each time zone in the United States."

NAB sponsorship of an Oscar award project similar to the movie industry's plan was opposed by the 5th District which adopted a resolution stating that the large majority of broadcasters would not be in position to benefit from any such project. The district recommended that any stations interested in awards organize and finance them apart from the NAB.

VALUE of Broadcast Measurement Bureau was explained at NAB 2d District meeting in New York by Paul West, president, Association of National Advertisers.

The Oscar idea is slated for discussion at the NAB board meeting in Washington May 6-8. It had been considered at the Los Angeles board meeting in January but no action had been taken on the ground that the project was too costly and ambitious.

Other resolutions called for support of BMB and BMI; suggested that NAB encourage formation of state associations and make a study of functions of existing groups, with field organization to provide service. One proposed function of state groups would be to develop Congressional relations to bring about better understanding of broadcast problems.

Usual meetings were held by sales managers, public relations and other groups. Representing NAB headquarters were President Miller and Frank E. Pellegrin, director of broadcast advertising.

Registered at the meeting were:

ALABAMA: Thad Holt, Ed Norton, WAPI; Mrs. Eloise Hannah, John M. Connolly, WBRC; Henry P. Johnston, WSGN; Julian O. Smith, WAGF; W. H. Pollard, WBHP; Howard Martin, W. O. Pape, WALA; Gilmore N. Nunn, F. E. Busby, WMOB; G. W. Covington Jr., WCOV; Howard E. Pill, WSFA; Leland Childs, T. W. Sewell, WMGY; Marion Hyatt, WJHO; James T. Ownby, WMFT.

FLORIDA: John T. Hopkins III, WJAX; Ted Chapeau, C. S. Veal, A. B. Rouse, WJHP; Glenn Marshall, Carroll Gardner, WMBR; Robert Feagin, WPDQ; S. O. Ward, Walter Rison, WLAK; Reggie Martin, Miller Babcock, WGBS; James M. LeGate, Bob Fidlar, WIOD; F. W. Borton, Fred Mizer, WQAM; J. I. Prosser, Robert C. Bevis, WKAT; T. S. Gilchrist Jr., WTMC; Col. George Johnston, Jack Pedrick, Bill McBride, J. E. Yarbrough, WDBO; Victor Buisset, WLOF; Byron Hayford, WDLP; Jack Rathbun, W. R. Johnston, R. O. Forsyth, WCOA; John Cummins, WFOY; Norman Brown, J. A. Frohock, WSUN; Coburn Gum, WTSP; John B. Browning, WSPB; Read Wynn, Wm. Snowden, Mrs. Teresa Myers, Mrs. Harriet Carson, WTAL; L. S. Mitchell, WDAE; Charles G. Baskerville, WFLA; Stephen P. Willis, WJNO.

GEORGIA: Belmont Dennis, Covington; Abner Israel, WALB; Mrs. Margaret Kinnett, WGPC; Charles Smithgall, Hugh McKenzie, Jim E. Bailey, WAGA; Walter P. Speight Jr., WATL; Frank Gaither, John Fulton, WGST; Mark Toalson, Bob Pollock, John Outler, WSB; Steve Manderson, D. M. Kelley, WGAC; L. J. Duncan, WGAA; Allen Woodall, WDAK; Ed Hennessey, WRBL; T. K. Vassey, W. Newton Morris, Duggan Weaver, WMLT; H. Russ Holt, L. H. Christian, E. F. McCleod, WGGA; Edwin Mullinax, WLAG; Charles Pittman, WBML; Wilton E. Cobb, Frank Crowther, WMAZ; Al Lowe, Carl Williams, WNEX; James M. Wilder, WMGA; Happy Quarles, WRGA; Harben Daniel, WSAV; Ben Williams, WTOC; Carter C. Peterson, Weldon W. Herrin, WHOS; H. Wimpy, WPAX; Virgle E. Craig, WRLC; Jack Williams, John Tobola, WAYX; L. J. Duncan, WRLD; John H. Franch, WBHF.

Ed Batchelder, Assn. of National Advertisers; E. B. Lyford, NBC; Dan Schmidt, NBC Recording; Hugh M. Feltis, BMB; Roy Beckman, Fla. State Advertising Commission; Charles Godwin, Harry LeBrun, MBS; Clifford Marshall, UP; Fred Hague, Geo. P. Hollingbery Co.; Madelinn Chase, Rex King Adv. Agency; Harry Cummins, Harry Cummins Adv. Agency; Duck Sweatman, J. S. Ayers, Headley-Reed Co.; Fred Bell, Katz Agency; Spec Winfree, Graybar Elec. Co.; Claude M. Gray, Gray & Kelly; Alex Sherwood, Standard Radio; Jewel Conlan, Conlan Radio Surveys; P. G. Walters, RCA; J. A. Taylor, Graybar Elec. Co.; Cy Langlois, John Langlois, Lang-Worth; Irvin Welch, Assoc. Adv.; J. T. Cohen, David Nelson, ASCAP.

Daylight Saving

(*Continued from page 17*)

Van Etten, coordinator of sales for the ABC Central Division, said dropping service to WCFL did not "materially" influence Chicago ratings, since WLS has a "considerable" audience in the city as well as its farm area.

ABC Negotiation

To facilitate delayed broadcasts ABC completed negotiations last week with Universal Recording Co., Evanston, Ill., to take over the recording company's facilities for 22 weeks, during the daylight saving time period. Ed Horstman, chief engineer, ABC Central Division, said the network will operate the transcription company. Cost was not disclosed, although it is understood it will consume a "sizable share" of the $300,000 ABC has announced it is spending to provide service to both central and daylight saving areas from Coast to Coast.

Gene Rouse, program director, ABC Central Division, said the network was supplying some 75 stations in the division with transcribed broadcasts of network programs because those stations remained on standard time.

Bannerman Named

GLEN BANNERMAN, former president and general manager of the Canadian Association of Broadcasters, Toronto, has been appointed Director of Exhibitions, Department of Trade and Commerce, Ottawa, and will have charge of all exhibitions by this Government department in all parts of the world.

More COVERAGE
IN N. E. LOUISIANA
5000 WATTS DAY
• ABC
• 1000 WATTS (N)
• $103,629,000 Annual Retail Sales
KMLB
MONROE, LA.
J. C. LINER, Jr., Mgr.

KGHL
BILLINGS, MONTANA
5000 WATTS
790 KC
NBC
Represented by
THE KATZ AGENCY, Inc.

audiodisc
Fine transcriptions are recorded on Audiodiscs
AUDIO DEVICES, INC., N. Y. C.

IN CANADA
WINNIPEG
is a "MUST" buy
Men Who Know
select
REPRESENTATIVE - WEED & CO.

Where "Dun and Bradstreet" meet "Hooper and Crossley"?
CBS
WJNO
"THE VOICE OF THE PALM BEACHES"

Ad Council

(Continued from page 17)

casts the Red Cross reported that 1,000 local stations throughout the U. S. presented Red Cross talks, announcements, recordings and special features every day throughout the campaign. An example was WOR New York, which carried 45 Red Cross announcements and features on Radio Day, in addition to the scheduled Mutual network programs. In the next 30 days WOR made 50 station break announcements in behalf of the Red Cross. Virtually all other stations did likewise, according to the Red Cross.

Many advertisers are devoting more than their alloted time for public service campaigns. To provide them with material the AC issues fact sheets on each campaign and bi-monthly bulletins. In cooperation with the NAB, the weekly schedule of regular allocations is published in the *NAB Bulletin*.

Surveys indicate that the various public service messages are delivered as short announcements, as personal messages by the stars, or as integrations in the dialogues of broadcasts, the AC report said.

"Looking back over this performance of our first three months, the Radio Division believes that certain elements of the combined operation are emerging in constantly clearer perspective," said the AC report. "The Radio Allocations Plan—network and national spot—are a fruitful amalgam of differing but combined interests—the interest of radio advertisers and the radio networks in assisting projects important to the American community; the interest of the public in realizing that American business is socially-conscious and aware of its responsibilities; the interest of public and private agencies in the more effective impact obtained from an orderly and coordinated presentation of basic facts."

Drives in 1946

Following 18 national campaigns and their respective listener-impressions were reported in the first three months this year by The Advertising Council:

Red Cross, 612,960,000; Economic Stabilization, 435,235,000; Homes for Veterans, 423,755,000; Savings Bonds, 353,740,000; Clothing Collection, 324,445,000; Stop Accidents, 289,120,000; Veterans' Assets, 282,900,000; Fat Salvage, 252,670,000; Hospitals Need Help, 186,780,000; Merchant Marine Recruiting, 156,675,000; Housing Shortage, 152,165,000; Highway Safety, 90,515,000; Prevent Forest Fires, 84,875,000; Income Taxes, 74,625,000; Brotherhood Week, 61,700,000; Veterans' Information Aids, 59,800,000; Campfire Girls, 4,900,000.

Following are the public service campaigns scheduled in the three categories by The Advertising Council Radio Division:

Network Allocation Plan—Merchant Marine Recruiting, Savings Bonds, Fat Salvage, Veterans' Assets, Stop Accidents, Clothing Collection, Our New Army, Economic Stabilization, Homes for Veterans, Veterans' Information Aids, Housing Shortage—Boom or Bust?, Hospitals Need Help, Red Cross, Income Taxes are Due March 15, Prevent Forest Fires.

National Spot Plan (15 campaigns)—Stop Accidents, Merchant Marine Recruiting, Veterans' Assets, Clothing Collection, Savings Bonds, Our New Army, Fat Salvage, Homes for Veterans, Economic Stabilization, Veterans' Information Aids, Housing Shortage, Hospitals Need Help, Income Tax, Highway Safety, Prevent Forest Fires.

Network Special Handling (12 campaigns)—Fat Salvage, Savings Bonds, Merchant Marine Recruiting, Veterans' Assets, Stop Accidents, Economic Stabilization, Clothing Collection, Brotherhood Week, Red Cross, Income Taxes Due March 15, National 4-H Week, Automatic Weapons.

Non-Allocated Campaigns, carried in special radio bulletin—March of Dimes, Army Nurse Corps Anniversary, Brotherhood Week, Register Automatic Weapons, National 4-H Club Week, Girl Scout Anniversary, Camp Fire Girls Week, Easter Seals for Crippled Children, National Boys' Club Week, Cancer Control Month, Forest Fire Prevention, Army Day, Public Health Nurse Week.

These radio advertisers are cooperating with The Advertising Council in scheduling various public service campaigns on their sponsored programs:

Adam Hat Stores, American Bakeries Co., American Home Prods. Corp., American Meat Institute, American Safety Razor Corp., AT&T, American Tobacco Co., Anchor-Hocking Glass Co., Armour & Co., Armstrong Cork Co., B. T. Babbitt & Co., P. Ballentine & Sons, Berkshire Knitting Mills, The Borden Co., Botany Worsted Mils, Bourjois Inc., The A. S. Boyle, Bowey's Inc., Bristol-Myers Co., Broadcast Advertising, Brown Shoe Co., Brown & Williamson Co., Burrus Mill & Elevator Co.

Campana Sales Co., Campbell Soup Co., Carnation Co., Carter Prod., Celanese Corp. of America, Chattanooga Medicine Co., Chef Boy-Ar-Dee Quality Foods Co., Chesbrough Mfg. Co., CM& St.P.R.R., Coca-Cola Co., Colgate-Palmolive-Peet Co., Columbia Brewing Co., Consolidated Cigar Corp., Conti Prods. Corp., Continental Baking Co., Continental Can Co., Coronet Magazine, Cream of Wheat Corp., Cresta Blanca Wine Co., Cudahy Packing Co., Curtis Publishing Co., Dr. Pepper, Duke Power Co., E. I. du Pont de Nemours & Co., Electric Auto-Lite Co., Electric Companies Adv., Emerson Drug Co., Employer's Group Insurance Co., Erie Brewing Co., Eversharp Inc.

Fahey-Brochman, Falstaff Brewing Corp., Faultless Starch Co., Fesenmeier Brewing Co., Firestone Tire & Rubber Co., F. W. Fitch Co., Ford Motor Co., Fort Pitt Brewing Co., General Baking Co., General Electric Co., General Foods Corp., General Mills, Gillette Safety Razor Co., B. F. Goodrich Co., Grove Labs., Gruen Watch Co., Gulf Oil Co., Gum Labs., Helbros Watch Co., Hudson Coal Co., Humko Co.

Imperial Sugar Co., International Harvester Co., International Siver Co., Jackson Brewing Co., Andrew Jergens Co., S. C. Johnston & Sons, Kellogg Co., Kraft Cheese Co., Lambert Co., Lansburgh's Dept. Store, Larus & Brothers Co., Frank H. Lee Co., Lehn & Fink Prod., Lever Bros., Lewis-Howe Co., Libby, McNeill & Libby, Liggett & Myers Tobacco Co., Thomas J. Lipton Inc., Longine-Wittnauer Watch Co.

Mail Pouch Tobacco Co., Manhattan Soap Co., Maryland Pharmaceutical Co., Melville Shoe Corp., Miles California Co., Miles Labs., Mutual Benefit Health & Accident Assn., Nash Kelvinator Corp. National Board of Fire Underwriters, National Dairy Prod., Nebraska Consolidated Mills, Nutrena Mills, Oldsmobile Division-General Motors, Pabs Sales Co., Pacific Coast Borax Co., Pepsodent, Pet Milk Co., Petri Wine Co. Petroleum Advisers, Pharma-Craf Corp., Philadelphia Dairy Products Co. Phillips Petroleum Corp., Pillsbur Mills Inc., Planters Nut & Chocolat Co., Procter & Gamble Co., Prudentia Insurance Co. of America, Pure Oil Co. Purex Corp., Quaker Oats Co.

Radio Corp. of America, Ralston-Purina Co., Rensie Watch Co., R. J. Reynolds Tobacco Co., Richfield Oil Corp of New York, Richmond Clothes, Rom Wine Co., Savitt Jewelers, Sealy Inc. R. B. Semler Inc., Serutan Co., Signa Oil Co., Sinclair Refining Co., Skelly Oil Co., Socony-Vacuum Oil Co., Southern Cotton Oil Co., Southern Sprin Bed Co., Spark O' Life Co., E. R. Squibb & Sons, Standard Brands, Sterlin Brewers, Sun Oil Co., Swift & Co., Tex Co.

United-Rexall Drug Co., U. S. Rubber, U. S. Steel Corp., Valley Nationa Bank, Wadhams Div. of Socony Vacuu Oil Co., Walgreen Drug Co., Wesson O & Snowdrift Sales Co., Westinghous Co., White King Soap Co., White Lab Wildroot Co., J. B. Williams Co., Williamson Candy Co., William Wrigle Jr. Co., Zonite Products Corp.

211
Han-D
99 - 999
U9S

Unfailing Dependability

HIGH FIDELITY
TURNER
Model 211
DYNAMIC

The Turner 211 Dynamic ex-
tends both the high and
low frequency range, incor-
porates a new type magnet structure and
acoustic network, and utilizes a unique
diaphragm structure that results in ex-
tremely low phase and harmonic distortion
without sacrifice of high output level.
Ideal for high fidelity recording, P.A., and
broadcast work including FM. Response is
true from 30-10,000 cycles without dis-
tortion. Level—54DB. Ruggedly Turner-
built. Finished in rich chrome. Complete
with 90° tilting head. Balanced line output
connection, and 20 ft. removable cable
set. In all standard impedances.
Ask your distributor or write

THE TURNER COMPANY
914 17th Street, N. E. - Cedar Rapids, Iowa
Licensed Under U. S. Patents of the American Telephone and Telegraph Co. and Western Electric Co., Incorporated.

TURNER
TURNER
Pioneers in the communications field
Microphones

Free Microphone Catalog
Write for Your Copy

Census Report on Farms With Radios To Be Ready Soon; Nevada Shows 83.7%

NATIONAL estimate of the number of farms having radio receivers will be made available soon by the U. S. Census Bureau, probably within a fortnight. The estimate will be based on a projection of a total based on 223 selected counties which the Bureau uses as a cross-section of the nation.

Farm radio figures were gathered last year by the Bureau as part of its nationwide Census of Agriculture. County radio figures will start flowing in a few days as the Bureau makes available first figures of Section 2 of the census, covering details of farm ownership and improvements. County figures on crop production have been appearing in driblets since last summer.

First set ownership data from the Bureau cover the State of Nevada. The Bureau states that of the 3,302 reporting farms out of a total of 3,429 in the state, 3,194 had occupied dwellings. Of the 3,194, 83.7% or 2,673 farms had radio receiving sets.

In all there are 4,117 occupied dwellings on Nevada farms but the census data merely show whether or not the farm itself was equipped with radio. Thus the figures do not show whether multi-dwelling farms have more than one radio or whether single dwelling units have more than one set.

County breakdown of the Nevada figures is expected early this week, to be followed by frequent reports covering random counties as the data emerge from the Bureau's vast tabulating facilities. When data for all the counties for a state have been released the Bureau will make available state totals.

The Nevada average of 83.7% farm radio ownership is low, in comparison with the national set ownership average of 90%, but this was anticipated in view of the sparse, population of the state. The state data show an average of 3.45 persons per occupied dwelling.

WNBT Resumption

WNBT New York, NBC television station, resumes nightly operations May 9 with a variety show at 8 p. m., and daily operations May 13 presenting a thrice-weekly program *Radio City Matinee*, Monday, Wednesday and Friday, 1-2 p. m. Program will be presented in 18 regular segments each week featuring prominent personalities in musical, comedy and dramatic sketches.

Clear Channel

(Continued from page 18)

to which they apply. A decision on relevancy would then be made, Mr. Denny added. He said this ruling was without regard to Mr. Haley's right to ask for a subpoena if the maps could not be secured voluntarily. Later, there were similar developments in connection with NBC maps.

Mr. Haley said counsel for KSL Salt Lake City had notified him that they could not provide the CBS map showing coverage of KSL since the station did not make the map and therefore "has no witness competent to offer testimony as to the manner in which they were made."

The week was devoted to evidence by clear channel stations, with Louis G. Caldwell, counsel for the Clear Channel Broadcasting Service, leaving direction of the presentation to the stations' respective attorneys and cross-examination primarily to Paul D. P. Spearman, counsel for the Regional Broadcasters Committee; Mr. Haley for ABC, and A. Harry Becker, FCC counsel. There were no hearings Thursday, when the Commission held its weekly meeting.

To Call Lodge

At an informal conference Friday between Mr. Caldwell, Mr. Becker and Julius Brauner, CBS counsel, arrangements were made to call William B. Lodge, CBS chief engineer, to testify this Thursday on the proposal for a 200-station FM network with 1,000,000-w AM stations, offered to the Commission by CBS President Stanton.

Fourth week of the clear channel hearings began with testimony Monday morning by WHAM Rochester, N. Y. William Fay, vice president in charge of broadcasting, Stromberg-Carlson Co., licensee of the station, testified that the area served by WHAM is unusual in some respects in cultural tastes. He said the station is anxious to provide its rural and urban audiences the programs they want and would be "glad to take steps to change our program formula," if it could arrive at a decision based on "reasonable facts."

Charles Silverson, program director of WHAM, testified that as part of its program activities the station commissions outstanding American composers to write music especially suited for broadcasts. He said the station has been broadcasting educational and cultural programs over 20 years in cooperation with the Eastman School of Music of the U. of Rochester and employs a staff orchestra of 25 musicians, in addition to extra players for other broadcasts.

Mr. Silverson emphasized that preferential time between 6 and 8 in the evening has been given to special service programs for many years.

Tom Murray, WHAM farm director, testified that within a 100-mile radius of the station there is a population of nearly 4,000,000. Of this total approximately 1,450,000 are rural, of which 10% are farmers. He said the farm programs produced by the station have greatly benefitted vegetable growers and that the station has assisted farmers in other ways.

CHATTING during intermission of clear channel hearing last Tuesday were Leo J. Fitzpatrick (left), vice president and general manager of WJR Detroit, and FCC Commissioner Hyde, who presided.

Under questioning Mr. Spearman brought out that two of WHAM's farm programs are sponsored. He said he "wouldn't say" that the programs are carried because they are paid for.

"A regional station wouldn't sell time for such a program, would it?" interposed Mr. Caldwell.

"Yes, regionals sell time," said Mr. Spearman.

Opening testimony for WHAS Louisville, Mark Ethridge, vice president and general manager of the Courier Journal and Louisville Times Co., licensee, said he hoped that as a result of the hearings the Commission would grant the station's application for 750,000 w on 840 kc.

Argument Outdated

He said that with advent of FM argument that a grant of higher power would foster a monopoly no longer applies. "It could be," he testified, "that the Commission, in granting higher power to improve service, would be handing the recipients a lemon rather than a plum."

Commissioner Hyde interrupted Mr. Ethridge's direct testimony to say that he doubted that the Commission has ever stated it considered absence of sponsorship as the criterion for a public service program.

"I'm glad to hear you say that," said Mr. Ethridge.

The witness had testified that "the Commission has its own standards of public service and will perhaps not agree that sports news, for instance, constitutes a public service, but I don't know any more interest than that of a fan who wants to know how a football or baseball game came out. To me it doesn't make any difference whether that news is sponsored or not; it still constitutes a definite piece of information which a large section of the public wants."

Mr. Ethridge said WAVE Louisville, regional station, is not interested in covering "anything but metropolitan Louisville," and has spent several thousand dollars in advertising to say so. To questions by Andrew G. Haley, counsel for ABC, he said he would be unwilling to limit WHAS nighttime coverage to a 100-mile radius, saying "a vast area" depends solely on WHAS for CBS programs. Mr. Ethridge said the WHAS switch to CBS affiliation in 1932 was designed to avoid duplication of program services within the area.

Monday Afternoon

Appearing Monday afternoon, Harry W. Schacter, president of the Committee for Kentucky, praised WHAS for cooperation with the Committee's efforts to "change Kentucky from a backward to a progressive state." Questioned by Mr. Becker, he said the Committee had not sought the aid of other Louisville stations because they do not reach remote areas.

John Lair, owner-operator of Renfro Valley Enterprises, which originates the Renfro Valley of folk music, folk lore and philosophy on WHAS, said people in the remote areas are more dependent upon radio "than any other people in America and are more the result of what is given to them by radio. . . . It is up to radio to take to them what they should have; that is what the Renfro Valley program over WHAS does, and I find them very grateful."

Charles E. Burns, religious coordinator of WHAS, reviewed the station's religious programming and noted that it carries 45 minutes of religious broadcasts daily, with 3 hours and 40 minutes on Sunday.

Noon Audience

Frank H. Cooley, WHAS agricultural coordinator, said the station seeks to provide daily agricultural information "at a time to reach the greatest farm audience, which by general agreement is the noon hour." Besides its other farm programs, he said, since 1929 WHAS has dedicated the major portion of "this very valuable time to sustaining public service programs."

W. Lee Coulson, executive manager, said one-third of the WHAS broadcast day is in local live programming and does not use the allowable maximum of network program time. Cross-examined by Mr. Spearman, he said the CBS plan of nationwide coverage by FM networks supplemented by two 1,000,000-watt AM stations—one of which might be in "northern Kentucky"—does "not coincide with what we think is the proper thing."

Lawrence E. Benson, of the Princeton research firm of Benson & Benson, testified regarding results of a diary survey of rural listeners in the Louisville area last December. Approximately 400 households returned "listening diaries" during the week of Dec. 10-

(Continued on page 80)

First *in Birmingham Since 1925*

With The Programs Listened To Most!

- ★ Jack Benny
- ★ Fred Waring
- ★ Fibber McGee & Molly
- ★ Red Skelton
- ★ Eddie Cantor
- ★ Bob Hope
- ★ Bing Crosby
- ★ Mr. District Attorney

NBC WBRC BIRMINGHAM'S BEST RADIO BUY!

Paul H. Raymer Co., *Representative*

SERVING 4th TEXAS' RICH CITY

KGBS

Harlingen-"Hub of the Valley"

The Only CBS OUTLET FOR TEXAS' LOWER RIO GRANDE VALLEY

McHenry Tichenor, Pres.
Troy McDaniel, Mgr.

Nationally Represented by HOWARD H. WILSON COMPANY

NORTH EAST SOUTH WEST

The Texas Rangers SELL MANY PRODUCTS FOR MANY ADVERTISERS

NOW ON

KWTO

Springfield, Mo.

Taystee Bread

New
New York Office
475 Fifth Ave.

AN ARTHUR B. CHURCH PRODUCTION

Clear Channel

(Continued from page 79)

17 after the survey had been set up by interviews.

He said it was found that hillbilly music and religious programs are the most preferred types of radio programs (by 26% and 21% respectively); that daytime serials, third on the list of preferred programs, are also least liked of all (by about 25%), with classical music and popular music next; that WHAS attracts the largest audience per quarter-hour period in 88% of the instances in the outlying area (next station led in 7%).

He said WHAS's superiority may be due to greater appeal to rural audiences or to possibly superior reception, or to both, and that 66% named WHAS as the station with the best programs, compared to 18% for the next in rank.

Mr. Benson said WHAS carries all of the 15 most popular weekday morning programs; all but four of the 15 most popular weekday afternoon shows; all of the 15 evening shows with the largest audiences.

Questioned by Mr. Spearman on the survey technique, Mr. Benson said the interviewers were experienced fulltime employes of the firm and that their selections of homes sampled were made in conformity with certain predetermined controls.

Tuesday Morning

Opening testimony Tuesday morning, Wilfred W. Woods, director of public service programs of WHO Des Moines and vice president and manager of WHO Radio Enterprises, reported that during a five-year "representative" peacetime period (1937-41) the Des Moines clear channel outlet devoted 32% of broadcast time to public service programs. Asked by Comr. Hyde how he classified the rest of WHO's programming, he said they too were in the public interest but that entertainment, for example, had been excluded from the compilation.

A 1945 Iowa Audience Survey, he reported, showed 57.5% of Iowa farm listeners preferred WHO for farm programs, compared to 14.2% for the next station. "We spare no expense to deliver an authentic and dependable service," he asserted. In one 1945 summer week WHO aired 82 live talent shows using 415 performers, he reported, and in one winter week this year broadcast 92 with 463 performers.

"Our public service commitments are with state, regional and national groups, rather than with local segments, and our general programming is on the same level," Mr. Woods stated. He reviewed the station's public service features and outlined various projects conducted by WHO in flood and storm relief, education, entertainment, agriculture, sports, community affairs, wild life preservation and assistance for the needy.

Guidance in its programming, Mr. Woods asserted, has been secured for several years through a WHO Advisory Board of Public Interest, composed of 40 men and women from 17 Iowa communities and one town in Missouri.

Attention, Mr. Wyatt

PREVALENT overcrowded conditions bring to light the most unusual bunking quarters. Dewitt Mower, Mutual's Midwest sales manager, recently visited an account in Battle Creek, Mich. Unable to find him a room, the client arranged for him to stay at the city's sanitorium!

He agreed with Mr. Hyde that the facilities assigned to WHO give the station an advantageous position over any one other outlet in the area, but did not agree that the advantage is "substantial" as regards the responses of listeners who reported WHO as most popular.

Herbert H. Plambeck, farm department director, said the department is "now recognized as the largest radio farm service division in the nation, with 18 to 30 broadcasts aired each week, presented by a staff of four employes who devote their full time and talents to farm programs and service."

He reviewed activities of the farm department over the past 10 years, characterizing the WHO farm service policy as based on "the conviction that radio offers a unique and outstanding opportunity to render a distinct service to farm families and to all other people, rural and urban, interested in the welfare of agriculture."

With emphasis on farm news and weather and market data, he said, farm activities of the station have included international farm broadcasts, farm remotes and promotion of victory gardening, soil conservation, fire prevention, farm labor recruitment, livestock and poultry development and farm safety through regular and special broadcasts and outside projects, in addition to speeches and similar participation in agricultural affairs by members of the farm staff.

He agreed with Mr. Haley that responses to various WHO activities "indicate that WHO is heard at one time or another" in most of the states of the Union.

Tuesday Afternoon

Under questioning by Mr. Spearman, Mr. Plambeck said there are about 150 farm directors employed by radio stations, most of them fulltime men.

Leo J. Fitzpatrick, vice-president and general manager, WJR Detroit, testified that of 40 daytime quarter-hour shows broadcast by WJR from 8 a.m. to 6 p.m. during the spring of 1944, 27 have a higher audience rating outside of Detroit than in the city itself. He said a survey in the fall of 1945 showed WJR leading all other stations as "heard regularly" or "listened to most" by farm and rural families in counties lying between the 500 microvolt and 2 millivolt contours of WJR within the state of Michigan.

Mr. Fitzpatrick said that a project promoted by the station with the cooperation of the Army and the Dept. of Agriculture increased bean acreage from 563,000 acres in 1942 to 732,000 acres in 1943.

When Mr. Spearman brought out that the WJR schedule on Sunday, July 22, 1945 from 2 p.m. to 10 p.m. was all network, Mr. Caldwell objected to Mr. Spearman's "mugwump" questioning. Mr. Spearman said that if Mr. Caldwell would "keep his shirt on" he would show that the WJR schedule represented duplication of CBS network programs with WBBM Chicago and WCCO Minneapolis.

Questioned by Mr. Haley, Mr. Fitzpatrick conceded that the affiliation with WJR provides CBS with a satisfactory competitive position.

Questioned by Mr. Caldwell, the witness stated that WJR is heard by a large audience in Canada.

At the conclusion of WJR's testimony, Mr. Caldwell said he was standing on his previous request to recall Dr. Frank Stanton, president of CBS, for further questioning on his proposal for a 200 station FM network and 1,000,000 w AM stations to serve rural areas. Ruling on the request was deferred.

Wednesday Morning

Wednesday session opened with testimony by Glenn Snyder, manager of WLS Chicago. Citing talent discoveries of the station, Mr. Snyder listed Joe Kelly of the *Quiz Kids*, Pat Barrett, the "Uncle Ezra" of the *National Barn Dance*, Marion and Jim Jordan, now known as *Fibber McGee & Molly*, Tony Wons, Gene Autry, Bradley Kincaid, Max Terhune, and the late Henry Burr. He said the station spent approximately $360,000 for live talent in 1945.

He traced the establishment of the station by Sears, Roebuck & Co. in 1924 and purchase in 1928 by the *Prairie Farmer*, of which the Agricultural Broadcasting Co., a wholly owned subsidiary, is licensee.

Enunciating policy of the station, Mr. Snyder said the operating staff is cautioned that "if the program is irritating or disturbing to the listener, if it offends his sense of decency, conflicts with his principles, ridicules his vocation or social status, or tends to have what appears to him a demoralizing influence on his home environment, the entire appeal and purpose of the program is lost."

He said the Dept. of Agriculture survey confirms what the station has long known about the economic importance to farm people of market and weather reports and of the needs and tastes of rural listeners for news, religious programs and old-time music.

Questioned by Philip Loucks, WLS counsel, he said the station received more than 1,500 letters from Florida listeners in 1943.

He said that 31% of the station's current advertising is agricultural accounts. He testified that no beer, wine, liquor or cigarette advertising is accepted—network or local.

William R. Cline, assistant to the manager, presented an analysis of program logs for four weeks in 1944, 1945 and 1946.

Arthur Moore, editor of the *Prairie Farmer*, said the publication goes to 360,000 farm homes in the Middle West. It was started in 1841, he testified, as the outgrowth of an agricultural society formed to provide information to the early settlers on farming prairie lands.

Questioned by Mr. Becker, he said, the news policy of the magazine and the station are the same. Questioned by Commissioner Hyde, he said the sphere of the *Prairie Farmer* corresponds closely with the coverage of the station.

Arthur C. Page, farm program director, said the station's primary interest from its beginning 22 years ago was service to agriculture. WLS has never had a written farm policy, he said. "It has not been necessary."

He said that *Dinnerbell Time*, noon program of the station, has been kept intact as a farm service period for 22 years and is not for sale despite "heavy and constant pressure from commercial advertisers."

Wednesday Afternoon

Upon completion of Mr. Page's testimony following the noon recess, Mr. Loucks said additional WLS witnesses would be withheld until this week so that WLW Cincinnati could make its presentation on schedule despite the fire alarm which cut short the WLS testimony. (See story page 10.)

Only witness for WLW was James D. Shouse, vice president of Crosley Corp. in charge of broadcasting, who appeared despite an illness for which he has been hospitalized. Duke M. Patrick, WLW counsel, said additional evidence probably would be presented before the current sessions are adjourned.

Mr. Shouse said it is WLW's policy to provide the best possible programs on the strongest possible signal, and on cross-examination by Mr. Haley he said the station plans to apply anew for 500-kw operation. Earlier, he had pointed out that WLW formerly operated a 500-kw transmitter whose power could be boosted to 700-800 kw. The 500-kw transmitter, he reported, is still available and in the company's possession at Mason, Ohio. WLW was the only U. S. station ever to use power above 50 kw regularly.

Mr. Shouse said WLW emphasizes programming of particular interest to listeners in its own service area rather than programs to feed to the network.

Few stations, he declared, have paid as much attention as WLW to audience research. Since 1939, he noted, the station has spent $279,000 with three organizations alone: C. E. Hooper Inc., A. C. Nielsen Co., and Ross Federal Research Corp. To augment data thus secured, Mr. Shouse said a Peoples Advisory Council, composed of 2,500 selected families, provides guidance on program proposals.

He said WLW spent $986,384 in 1945 on programming alone.

Mr. Shouse submitted program breakdowns for two weeks in November 1945 and one in February 1946, comparing WLW programming with BAE survey findings on program preferences of rural listeners. Another breakdown was made in accordance with FCC's Blue Book definitions.

News, oldtime music, and religious music took first place among rural listeners of the North Central section, according to BAE. During the week of Nov. 11-17, the exhibit showed, WLW's local originations from sign-on to midnight totaled 41% of broadcast time and were led by news, oldtime music and semi-classical music.

Of 78 quarter-hours of news during the week of Nov. 11-17, he said 65 were originated by WLW; of 51 quarter-hours of oldtime music, 44 were originated by WLW; of 76 periods of semi-classical music, 39 by WLW; of 94 of entertainment, 30 by WLW; of 19⅓ of farm talks, 14⅓ by WLW; of 12 of religious programs, 10 by WLW; of 28 of talks and discussions, 14 by WLW.

Mr. Shouse emphasized that the station retains control of the contents of its shows, whether commercial or sustaining.

From the beginning, he said, WLW has devoted "an appreciable amount" of time and effort to farm broadcasting. Much of the early-morning program appeal is directed to the farmer and the best weather and market data available are supplied, he asserted. *Everybody's Farm*, a noon program, was described as a feature of the station's farm programming.

Mr. Shouse said Cincinnati Livestock Producers have sought to buy the market reports but that WLW refuses to allow one market to have undue preference.

Farm Front, agricultural counterpart of WLW's *World Front*, each Sunday presents discussions of farm problems by a panel of dirt farmers and a guest expert, Mr. Shouse reported.

His statement that another program, *From the Ground Up*, allows the farm director to "run with the ball" on controversial issues brought from the Commission counsel a request for details. Mr. Shouse explained that the issues involve such questions as parity, and farmers' relation to OPA.

The farm department, Mr.

(*Continued on page 87*)

PROGRAM AWARDS AT IER MEETING

AWARDS for national, regional and local programs were announced Friday at 16th Institute for Education by Radio, Columbus, as follows:

NATIONAL NETWORKS AND ORGANIZATIONS

Religious: First award, Eternal Light, NBC. Honorable mention, Catholic Hour, NBC.

Agricultural: First award, Columbia Country Journal, CBS. Honorable mention, National Farm Radio Forum, CBC; National Farm & Home Hour, NBC.

Women's: First award, Consumer Time, NBC.

Cultural: First award, Theatre Guild of the Air, ABC; Invitation to Music, CBS. Honorable mention, White Empire, CBC.

Social Problems: First award, Here's Your Health, CBC Honorable mention, I Was a Convict, MBS.

Personal and Family: First award, Don't Be a Sucker, MBS; The Baxters, NBC. Honorable mention, Home Is What You Make It, NBC.

Public Issues: First award, America's Town Meeting of the Air, ABC. Honorable mention, American Forum of the Air, MBS.

News Interpretation: First award, Raymond Swing, ABC.

Civic and Service: Honorable mention, Canadian Red Cross Campaign, CBC.

International: First award, Raymond Swing, ABC. Honorable mention, The Pacific Story, NBC; Transatlantic Call, CBS.

Children's (out of school): First award, House of Mystery, MBS. Honorable mention, Story of America, CBS; March of Science, CBS.

Onetime Program: First award, On a Note of Triumph, CBS.

REGIONAL NETWORKS AND ORGANIZATIONS, REGIONAL AND CLEAR-CHANNEL STATIONS

Agricultural: First award, This Business of Farming, KSL Salt Lake City. Honorable mention, Sweet Land of Liberty, WTAW Austin, Tex.; Ohio Farm & Home Hour, WOSU.

Women's: First award, Homemakers Program, WHA Madison, Wis.

Cultural: The Author Meets the Critic, WHN New York; Human Adventure, WGN Chicago. Honorable mention, The Land We Live In, KMOX; Speaking of Music, KOIN Portland; Introductory Psychology, WHA Madison, Wis.

Social Problems: First award, One Way Street, KECA Hollywood; New World a'Coming, WMCA New York. Honorable mention, Welcome, KLZ Denver.

Personal and Family: First award, Jobs for GI's, KECA Los Angeles. Honorable mention, When He Comes Home, WMCA New York; Keeping Up With the Wigglesworths, originated in New York.

Public Issues: First award, Columbus Town Meeting, WBNS Columbus. Honorable mention, Hate Inc., WIP Philadelphia; Labor Arbitration, WMCA New York.

News Interpretation: Northwest News Parade, WCCO Minneapolis. Honorable mention, Pacific Diary, WHA Madison.

Civic and Service: First award, Constant Invader, National Tuberculosis Assn.; This Is Your Story, WWJ Detroit.

International: Honorable mention, Let's Talk Russian, WNEW New York.

Children's (out-of-school): First award, Career Forum, WCAU Philadelphia.

School (primary): First award, Magic Book, KMBC Kansas City; Rhythm and Games, WHA Madison.

School (intermediate): First award, News of the Week, WOSU Columbus; Let's Draw, WHA Madison; Standard School Broadcast, KPO San Francisco and NBC-Pacific; Shakespeare Series, CBL Toronto.

Onetime Program: Special award, San Francisco Conference of United Nations, KFWB Hollywood.

LOCAL STATIONS AND ORGANIZATIONS

Agriculture: First award, Meet the Farmer, WGRC Louisville.

Cultural: First award, Behind the Scenes in Music, WNYC New York.

Personal and Family: Honorable mention, Family Life Radio Forum, WNAD Norman, Okla.

School (intermediate): First award, Know Your City, WNYE New York. Honorable mention, People in the News, Rochester School of the Air, on WHAM Rochester.

School (junior, senior high school): First award, The Lands Between, WNYE New York. Honorable mention, The News, Places and People, WBOE Cleveland.

Onetime: Special award to New York City Board of Education for Roosevelt Memorial, WNYE New York.

Serving the West's Greatest Market
LOS ANGELES plus LONG BEACH
KEEPS GETTING ECONOMICAL RESULTS
NATIONAL REPRESENTATIVE JOSEPH HERSHEY McGILLVRA, Inc.
New York Chicago San Francisco Los Angeles
5000 WATTS Day and Night

WBNX
DAILY PROGRAMS IN
Italian Polish English German Jewish
5000 WATTS DIRECTIONAL OVER NEW YORK
America's Leading Foreign Language Station

The Largest TRANSCRIPTION LIBRARY OF AMERICAN FOLK MUSIC
M. M. COLE CO.
823 S. WABASH AVE.
CHICAGO 5, ILL.

THE Only REGIONAL BETWEEN DALLAS, SHREVEPORT and HOUSTON!

KFRO
TEXAS
DALLAS
LONGVIEW
HOUSTON
SHREVEPORT
•AMERICAN
•MUTUAL

KFRO, Longview, Tex
James R. Curtis, Pres.
1000 WATTS day and night!

GRETHER
RADIO ENGINEERING

115 RODGERS AVENUE
NORFOLK 2, VIRGINIA
Julius L. Grether
William P. Grether
CONSULTANTS

OVER 20 YEARS
CONTINUOUS
EXPERIENCE
IN
BROADCASTING
AM —•— FM

SPECIALIZING IN
ECONOMICAL
INSTALLATION
OF AM AND FM
BROADCAST
STATIONS

PHONE NORFOLK 2-4408

5000 WATTS
590 KC
NBC
WOW
OMAHA *Plus*
WRITE, WIRE OR PHONE
JOHNNY GILLIN
OR JOHN BLAIR

"THE DOCTOR
ON
THE AIR"
★ Program spots, interviews
★ 5 and 15 minute features
★ Live or transcribed
FREDERIC DAMRAU, M.D.
247 Park Ave., New York, N. Y.
Wickersham 2-3638

ACTIONS OF THE FCC

APRIL 26 to MAY 2

APRIL 26
BY COMMISSION EN BANC

AM—1340 kc

KAND Corsicana, Tex.—Designated for hearing (Comr. Jett voting for grant), application for consent to voluntary assignment license of station KAND from Navarro Bcstg. Assn. to Alto Inc.

AM—1290 kc

WKNE Keene, N. H.—Granted application for consent to voluntary transfer of control of WKNE Corp., licensee of station WKNE, from Harry C. Wilder, Mark S. Wilder, Helen W. Miller, Frank Lyman Jr., David Carpenter, N. L. Kidd, George W. Smith, and Philip H. Faulkner to Joseph K. Close, Lyman Spitzer, Abbott K. Spencer and Robert T. Colwell, for a consideration of $85,000, plus an agreed margin by which current assets exceed current liabilities as at closing date, for all outstanding capital stock of the licensee.

AM—1460 kc

KSO Des Moines, Iowa—Granted consent to voluntary assignment of license and CP from Kingsley H. Murphy to Murphy Bcstg. Co., for a consideration of $249,000, composed of 2490 shares of the capital stock of assignee corporation.

AM—1490 kc

Bleecker P. Seaman and Carr P. Collins Jr., d/b as Seaman and Collins, El Paso, Tex.—Designated for hearing application for new station to operate on 1490 kc 250 w, unlimited time.

AM—600 kc

Central Bcstg. Corp., Flint, Mich.—Designated for hearing application for new station to operate on 600 kc 1 kw DA, unlimited time.

AM—1490 kc

The Huntsville Times Co. Inc., Huntsville, Ala.—Granted CP for a new station to operate on 1490 kc 250 w, unlimited time.

AM—680 kc

Jose Ramon Quinones, San Juan, P. R.—Granted CP new station 680 kc 10 kw, unlimited time; site to be determined.

AM—1450 kc

Jose M. Sepulveda and Jose M. Rodriguez Quinones, a partnership, d/b as Paradise Bcstg. Co., Mayaguez, P. R.—Granted CP new station 1450 kc 250 w, unlimited time.

AM—1490 kc

Copper City Radio Co., Butte, Mont.—Granted CP new station 1490 kc 250 w, unlimited time.

AM—1490 kc

WFCB Inc., Superior, Wis.—Granted CP new station to operate on 1490 kc 250 w, unlimited time.

AM—1360 kc

Community Bcstg. Service Inc., Vineland, N. J.—Granted CP new station 1360 kc 1 kw, daytime only.

AM—810 kc

Chesapeake Radio Corp., Annapolis, Md.—Granted CP new station 810 kc 250 w, daytime only.

KCTH Casper, Wyo.—Granted request for change in call letters of new station from KCTH to KVOC.

FM—97.9 mc

KMBC-FM Kansas City, Mo.—Granted temporary waiver of Sec. 3.261 of the Commission's Rules so as to permit operation of FM station only one hour per day (12 noon to 1:00 p.m.) five days per week (Monday thru Friday) for a period of 90 days, during period of transfer from the old to the new FM band.

ACTION ON MOTIONS
By Commissioner Wakefield

Universal Bcstg. Co. Inc., Indianapolis, Ind.—Granted motion to amend its application for CP so as to bring its engineering data up to date, etc., and the amendment was accepted.

Citrus Belt Broadcasters Inc., Winter Haven, Fla.—Granted motion to take depositions in re its application for new station.

Capitol Bcstg. Corp. Inc., Indianapolis, Ind.—Granted petition to amend its application for a new FM station so as to complete its engineering data, and the motion was accepted.

Radio Asheville Inc., Asheville, N. C.—Granted motion to amend its application so as to specify frequency 1490 kc with 100 w power, instead of 1450 kc with 250 w; change paragraphs, etc. The amendment was accepted and application removed from hearing docket.

Dorrance D. Roderick, El Paso—Granted motion for continuance of consolidated hearing now scheduled for June 17 at Pueblo, Col., in re applicant's application for CP and application of Pueblo Radio Co. Inc.

Joseph M. Zamoiski Co., Baltimore—Granted petition to dismiss without prejudice its application for a new commercial television station.

WFIL Bcstg. Co., Philadelphia—Granted motion to dismiss without prejudice its application for a new commercial television station.

Texoma Bcstg. Co., Wichita Falls, Tex.—Granted petition for leave to amend its application for a new station so as to specify frequency 1290 kc with 1 kw, unlimited time, instead of 970 kc, with 1 kw, daytime only. The amendment was accepted and application removed from the hearing docket.

Frederick Wesley Mizer, Orlando, Fla.—Granted motion to take depositions in re its application for a new station to start May 8, order to specify dates and places.

Worth Bcstg. Co., Fort Worth, Tex.—Granted petition for leave to amend its application for CP so as to specify the frequency 970 kc 1 kw, daytime only, instead of 960 kc 5 kw, daytime only, etc. The amendment was accepted and application removed from the hearing docket.

Public Service Bcstg. Corp., Knoxville, Tenn.—Granted petition requesting dismissal without prejudice of its application for a new station.

Harry Willard Linder, Marshall, Minn.—Granted motion for indefinite continuance of hearing on its application for a new station and the hearing now scheduled for May 8 was continued without date until further order of the Commission.

Liberty Bcstg. Co., Pittsburgh, Pa.—Granted motion for continuance of hearing on application for a new station, now scheduled for April 26, and said hearing was continued to April 29.

WHLS Port Huron, Mich.—Granted motion for leave to continue hearing now scheduled for May 9, in re its application for renewal of license and the hearing was continued to June 10.

Northern Va. Broadcasters Inc., Arlington, Va.—Granted petition insofar as it requests leave to amend its application for a new station so as to specify the frequency 780 kc instead of 860 kc; change paragraphs, etc. The amendment was accepted and application removed from the hearing docket.

Crescent Broadcast Corp., Philadelphia—Granted motion to dismiss its application for a new station.

Baltimore Radio Show Inc., Baltimore—Granted petition requesting leave to intervene in the hearing on application of Newman Bcstg. Co., Newman, Ga.; designated for consolidated hearing with application of Volunteer State Bcstg. Co., Nashville, Tenn., and Sec. 1.385 (d) of the Commission's rules was waived.

KTHT Houston, Tex.—Granted motion to take depositions in the hearing now scheduled for May 27 on movant's application for CP and application of Lee Segall Bcstg. Co., Houston.

Steel City Bcstg. Co. of Bethlehem, Pa. Inc., Allentown, Pa.—Granted petition for leave to amend its application for CP so as to show an increase in the amount of the common stock; show addition of four stockholders, etc., and the amendment was accepted.

WHYN Holyoke, Mass.—Granted motion for leave to continue consolidated hearing now scheduled for May 13 in re its application and said hearing was continued to July 15.

WNEW New York—Granted petition requesting leave to intervene in the consolidated hearing upon applications of Syndicate Theatres Inc., Columbus, Ind., and Universal Bcstg. Co. Inc., Indianapolis, scheduled for April 29.

Keystone Bcstg. Corp., Harrisburg, Pa.—Granted motion to dismiss without prejudice its application for a new television station. (Movant alleges its desire to give further consideration to the advisability of using color television.)

Bluegrass Bcstg. Co. Inc., Versailles, Ky.—Granted petition to dismiss without prejudice its application for a new station.

The Peninsula Bcstg. Co., Salisbury, Md.—Granted petition for leave to intervene in the consolidated hearing on applications of Tidewater Bcstg. Corp., Norfolk, Va., and Norfolk Bcstg. Corp., Norfolk, Va., and Sec. 1.385 of the Commission's Rules was waived.

Alamance Bcstg. Co. Inc., Burlington, N. C.—Dismissed petition requesting leave to intervene in the hearing in re application of Bluegrass Bcstg. Co. Inc.

Atlantic Radio Corp., Boston, Mass.—Denied petition insofar as it requests leave to amend application for new station; granted as to continuance of hearing now scheduled for April 29, and continued said hearing to May 29.

ACTIONS IN DOCKET CASES

WPRP Ponce, P. R.—Adopted proposed decision granting assignment of license from Julio M. Conesa to Voice of Porto Rico Inc.

Consolidated Bcstg. Corp., Ponce, P. R.—Denied without prejudice application for new station.

WPRP Ponce, P. R.—Dismissed applications increase 5 kw, for approval of transmitter site; change in transmitter site for 250 w operation.

Renewal of Licenses

Licenses for the following stations were further extended upon a temporary basis, pending determination upon applications for renewal, for the period ending July 1, 1946: KDYL and auxiliary, KGBX, KGLO, KRGV, KRIS, KSCJ and auxiliary, WFBC, WFIN, WHAZ, WISH, WJHP, WKAT and auxiliary, WSAI and syn. amplifier, WSMB, WSPR, WXYZ, WJAS.

KTBC Austin, Tex.—Present license extended upon a temporary basis for the period ending July 1, 1946, pending determination upon application for renewal.

W9XEV Glenwood, Ind.—Present developmental station license was extended upon a temporary basis only, pending determination upon application for renewal for the period ending July 1, 1946.

APRIL 29
BY COMMISSION EN BANC

AM—1340 kc

Harry C. Butcher, Santa Barbara, Calif.—Granted CP new station 1340 kc

THE *Fred. A. Palmer* CO.
SEVENTH FLOOR
UNION TRUST BLDG.
CINCINNATI 2, OHIO

RADIO STATION
CONSULTANTS
on
MANAGEMENT
and
OPERATION

17 YEARS OF
SUCCESSFUL
STATION
MANAGEMENT

250 w, unlimited.

AM—1240 kc

J. Paul Stone and R. M. Ware Jr., Fitzgerald, Ga.—Granted CP new station 1240 kc 250 w, unlimited.

AM—1400 kc

J. O. Fly Sr., Geo. F. Fly, Harvard P. Smith and Robert W. Rounsaville, d/b as Shelbyville Bcstg. Co., Shelbyville, Tenn.—Granted CP new station 1400 kc 250 w, unlimited.

AM—1240 kc

WSLS Roanoke, Va.—Granted consent to acquisition of control of Roanoke Bcstg. Corp. by Shenandoah Life Insurance Co. Inc., for a consideration of $64,000 for 160 shares of capital stock of Roanoke Bcstg. Corp.

AM—970 kc

WFLA Tampa, Fla.—Granted CP to make changes in directional antenna for night use, present assignment 970 kc 5 kw DA-N, unlimited.

AM—950 kc

WSPA Spartanburg, S. C.—Granted modification of CP to change directional antenna system of WSPA.

AM—660 kc

KFAR Fairbanks, Alaska—Granted extension of special service authority to operate on 660 kc 10 kw, unlimited time, for the period May 1, 1946 to May 1, 1947.

AM—1340 kc

The Tri-State Bcstg. Co., Cumberland, Md.—Designated for hearing (Comr. Jett voting for grant) application for a new station to operate on 1340 kc 250 w, unlimited time.

AM—610 kc

KDAL Duluth, Minn.—Designated for hearing application for CP to increase power from 1 to 5 kw, install new transmitter and make changes in directional antenna for night use, on 610 kc, at Duluth.

PETITIONS

Collinson-Wingate Bcstg. Co., Topeka, Kan.—Denied petition for review by the Commission en banc of the action on April 18 of the presiding officer of the motions docket, granting the petition of General Bcstg. Co., Independence, Mo., for leave to intervene in the consolidated hearings on applications of KTOP Inc., et al, and affirmed the action of said presiding officer in granting the petition.

A. J. Fletcher, Greensboro, N. C.—Granted petition for reconsideration and rescission of the grant on March 6 of the High Point Enterprise Inc. application for a new station; set aside said grant, and designated the application of High Point Enterprise Inc. for hearing in a consolidated proceeding with application of A. J. Fletcher, and further ordered that the bills of particulars heretofore issued in connection with the Fletcher application and application of News and Observer Pub. Co., Raleigh, N. C., be amended to include the application of High Point Enterprise Inc.

Calumet Bcstg. Corp., Hammond, Ind.—Denied petition (Comrs. Denny and Hyde not participating) of Calumet Bcstg. Corp., for rehearing, directed against the Commission's decision of March 4 denying petitioner's application for construction permit for a new station.

RENEWALS

W2XMT New York—Granted renewal of experimental television broadcast station license for the period ending Feb. 1, 1947.

Licenses for the following stations were extended upon a temporary basis only, pending determination upon applications for renewal, for the period ending July 1, 1946: KALB KECA and auxiliary, KFAR KFDM KFQD and auxiliary, KFSD KFYR KGFX KGHL KGMB and auxiliary, KGW KLZ KLAC KMJ KOAC KOH KOY KPQ KROD KSAC KSD KSFO KSJB KTAR KTSA KUTA KVI KVOD KVOS KWTO KXOK WAGA WAGE and auxiliary, WAYS WCAO and auxiliary, WCAX WDAF WDEV WDBO and auxiliary, KWFT WEAN WEAU WEEI WFIL and auxiliary, WGAN and auxiliary, WHJB WHKC WIAC WIBW WICC WILL WIND and auxiliary, WIOD and auxiliary, WIP and auxiliary, WIS WJLS WKAQ and auxiliary, WKBN WKRC WKZO WLBZ WMAL WMAM WMBS and auxiliary, WMC and auxiliary, WMCA and auxiliary, WMT WNAX WMUR WOW WPIC WPRO and auxiliary, WQAM and auxiliary, WROL WREC and auxiliary, WSGN WSJS WSUN WSVA WSYR and auxiliary, WTAG and auxiliary, WTAR and auxiliary, WTMJ WWNC WWNY WTMJ and auxiliary, WDSU and auxiliary.

Licenses for the following stations were further extended upon a temporary basis pending determination upon applications for renewal of licenses, for the period ending July 1, 1946: KFAC KFGQ KFJZ and auxiliary, KFOX KGCU KGGM KGHF KGVO KHSL KID KMO and auxiliary, KOB KOIL KOL KRLD KRNT KSRO KTFI KUOA KYA WADC WATR WBT WDGY WDOD WDSU WFBM and auxiliary, WFBR and auxiliary, WHBF and auxiliary, WHBL WHIO WHKY WINS and auxiliary, WJDX WKNE WNAC and auxiliary, WNBF WNEL WOOD and auxiliary, WORC WSKB WTAQ WTCN WTOC WWVA WRR and auxiliary.

KFRC San Francisco—Present license for main and auxiliary transmitter was extended upon a temporary basis only, pending determination upon renewal, for the period endinging June 1, 1946.

KGKO Fort Worth, Tex.—Granted renewal of license on a temporary basis only for the term May 1, 1946 to May 1, 1949, upon the express condition "that it is subject to whatever action may be taken by the Commission upon the pending application for renewal of license. Nothing contained herein shall be constructed as a finding by the Commission that the operation of the station is or will be in the public interest beyond the express terms hereof."

KHQ Spokane, Wash.—Same.

WCHS Charleston, W. Va.—Same.

Licenses for the following FM stations were extended upon a temporary basis only, pending receipt of and/or determination upon application for renewal, for the period ending July 1, 1946: WRBL WLOU WBCA KOZY WENA WDUL WQXQ WNBF-FM WTMJ-FM KHJ-FM WHNF KMBC-FM WGYN WSM-FM WEAF-FM WIP-FM WHFM WTIC-FM WELD WDRC-FM WOWO-FM KYW-FM WFIL-FM WGNB WHEF WTAG-FM WMOT WWZR.

Licenses for the following developmental broadcast stations were extended upon a temporary basis only, pending receipt of and/or determination upon applications for renewal for the period ending July 1, 1946: W4XAJ W5XIC W9XEK W8XFM W3XL W4XAG W3XO W9XLA W3XMB W1XMR W1OXF W1OXR W4XCT W2XRA W2XRY W4XAP W4XFM W10XWA W10XWB W10XWC W10XWD W10XWE W9XJD.

Licenses for the following non-commercial educational stations were extended upon a temporary basis only, pending receipt of and/or determination upon applications for renewal for the period ending July 1, 1946: WBEZ WNYE KALW WBOE WIUC WBKY.

WMLL Evansville, Ind.—License for FM station further extended upon a temporary basis to July 1, 1946, pending determination upon renewal.

APRIL 29
BY COMMISSION EN BANC

AM—1340 kc

The Central Kentucky Bcstg. Co., Lexington, Ky.—Granted CP new station 1340 kc 250 w, unlimited.

AM—1050 kc

Tri-Suburban Bcstg. Corp., Silver Spring, Md.—Designated for hearing in a consolidated proceeding the application of Tri-Suburban Bcstg. Corp. for a new station in Silver Spring, Md., with the application of Key Bcstg. Corp. for a new station in Baltimore, both requesting the facilities 1050 kc 1 kw, daytime only.

AM—950 kc

WLOF Orlando, Fla.—Designated for hearing application for change in facilities to 950 kc 5 kw, unlimited time, DA (Present facilities: 1230 kc 250 w, unlimited.) (Action taken 4-25.)

AM—1230 kc

E. T. Wright, Orlando, Fla.—Designated for hearing application for a new station to operate on 1230 kc 250 w, unlimited time, contingent on grant of pending WLOF application for change in facilities to 950 kc. (Action taken April 25.)

Radio Wisconsin Inc., Madison, Wis.; WHBC Canton, Ohio—Continued consolidated hearing now scheduled for April 29 in Madison, Wis., for a period of 30 days, in re application of Radio Wis. Inc. and application of WHBC.

MAY 2
ACTIONS ON MOTIONS
By Commissioner Durr

Fred W. Albertson, Washington, D. C.—Granted motion for admission pro hoc vice of G. R. Redding, a licensed practicing attorney of Indianapolis, for the purpose of participating in the hearing on the application of Indiana Bcstg. Corp., Indianapolis, for a new FM station to commence in Indianapolis on May 13.

Shawnee Bcstg. Co., Chillicothe, Ohio—Granted petition for waiver of Sec. 1.384 of the Commission's Rules, and accepted written appearance of petitioner in re application for a new station.

Coastal Bcstg. Co., Charleston, S. C.—Granted petition requesting dismissal without prejudice of application for a new station.

WAML Laurel, Miss.—Granted motion to take deposition in re application for CP.

WILL Urbana, Ill.—Granted petition to intervene in the hearing on application of La Crosse Bcstg. Co. and Middlewest Bcstg. Co. Inc.

Allen B. DuMont Labs. Inc., Pittsburgh, Pa.—Granted petition requesting leave to amend application for new television station so as to show increase in capital stock of applicant;

(*Continued on page 84*)

Hearings This Week

MONDAY, MAY 6, Dayton and Springfield, Ohio

The Crosley Corp., Dayton, Ohio; Great Trails Bcstg. Corp., Dayton; Miami Valley Bcstg. Corp., Dayton; Unity Corp. Inc., Springfield, Ohio; Radio Voice of Springfield Inc., Springfield; Skyland Bcstg. Corp., Dayton; Moraine Broadcasters Inc., Dayton—All seeking FM facilities.

Further Hearing

Syndicate Theatres Inc., Columbus, Ind.—CP new station, 1130 kc, 500 w daytime; **Universal Bcstg. Co. Inc., Indianapolis**—CP new station, 1130 kc, 10 kw DA.
Intervenor—KWKH.

TUESDAY, MAY 7, Washington, D. C.

Fred O. Grimwood, Bloomington, Ind.—CP new station 1490 kc 250 w unlimited.

Further Hearing

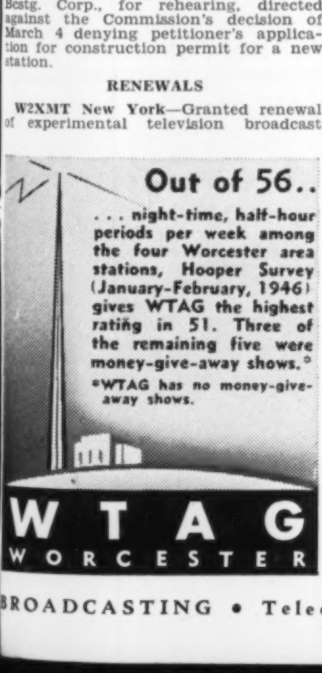
The Sandusky Bcstg. Co., Sandusky, Ohio; Lake Erie Bcstg. Co., Sandusky; The Bay Bcstg. Co., Sandusky—All seeking CP new station 1450 kc 250 w.

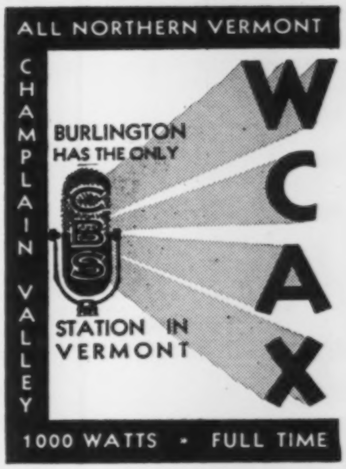
Further Hearing

WCAE Inc., Pittsburgh; Allegheny Bcstg. Corp., Pittsburgh; Liberty Bcstg. Co., Pittsburgh; West Virginia Radio Corp., Pittsburgh; Pittsburgh Radio Supply House, Pittsburgh—All seeking FM facilities.

WEDNESDAY, MAY 8, Washington, D. C.

Easton Publishing Co., Easton, Pa.; Allentown Bcstg. Co., Allentown, Pa.; Steel City Bcstg. Co. of Bethlehem, Pa. Inc., Allentown—CP new station 1230 kc 250 w; **WEST Easton, Pa.**—CP 1230 kc 250 w.
Intervenor—WCAU.

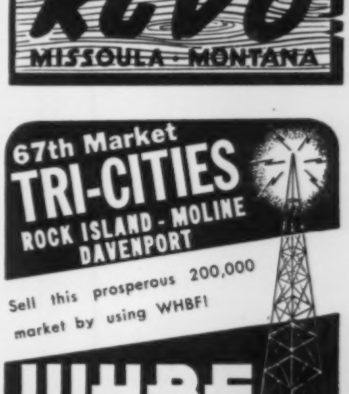

Out of 56..
. . . night-time, half-hour periods per week among the four Worcester area stations, Hooper Survey (January-February, 1946) gives WTAG the highest rating in 51. Three of the remaining five were money-give-away shows.*
*WTAG has no money-give-away shows.


ALL NORTHERN VERMONT
CHAMPLAIN VALLEY
BURLINGTON HAS THE ONLY
STATION IN VERMONT

WCAX
1000 WATTS • FULL TIME

WCKY
the 50,000 watt voice of Cincinnati

ALE ARE CLIMBING IN MONTANA
CARRYING ALL CBS MAJOR PROGRAMS
KGVO
MISSOULA - MONTANA


67th Market
TRI-CITIES
ROCK ISLAND - MOLINE
DAVENPORT
Sell this prosperous 200,000 market by using WHBF!
WHBF
BASIC MUTUAL 5KW 1270KC

FCC Actions

(*Continued from page 83*)

supply revised engineering data, etc., and the amendment was accepted.

Joseph M. Viana, Woonsocket, R. I.—Granted petition requesting leave to amend application for a new station so as to make minor changes in engineering data, etc., and the amendment was accepted.

KPMC Bakersfield, Calif.—Granted petition for leave to intervene in the hearing on application of The Times Picayune Pub. Co. scheduled for hearing on May 20.

The Eagle-Gazette Co., Lancaster, Ohio—Granted leave to take depositions in re application for a new station scheduled for hearing June 7, 1946.

WCAU Bcstg. Co., Philadelphia—Granted motion to dismiss without prejudice application for a new television station.

Monroe Oppenheimer, Washington, D. C.—Granted motion of Monroe Oppenheimer for admision pro hoc vice of Tom Martin Davis, a licensed practicing attorney of Houston, Texas, for the purpose of representing Dorothy S. Thackrey in certain depositions to be taken in Houston on May 2, by Hughes Production Div. of Hughes Tool Co.

Miami Valley Bcstg. Corp., Dayton, Ohio—Granted petition for leave to amend its application for a new FM station so as to specify a new transmitter site, type of equipment, etc., and the amendment was accepted.

Hearst Radio Inc., Baltimore, Md.—Granted petition for leave to amend its application for a new television station so as to show a new transmitter site, make minor engineering changes, etc., and the amendment was accepted.

WJDX Jackson, Miss.—Granted petition for leave to intervene in the consolidated hearing on application of Volunteer State Bcstg. Co., Nashville, and Newnan Bcstg. Co., Newnan, Ga.

Northeastern Penna. Broadcasters Inc., Wilkes-Barre, Pa.—Granted petition for waiver of Sec. 1.231 (g) of the Commission's Rules, and extended to April 26, 1946, the time within which Northeastern Penna. Broadcasters Inc., may file its exceptions and request oral argument in re its application, and others in the consolidated proceeding.

Frank H. Ford, Shreveport, La.—Granted petition for leave to amend his application for a new station so as to request power of 1 kw day, 500 w night, with DA at night only, instead of 250 w, unlimited, etc., and the amendment was accepted.

Allentown Bcstg. Co., Allentown, Pa.—Granted petition insofar as it requests leave to amend and remove application from hearing docket; accepted amendment to specify frequency 1580 kc instead of 1540 kc, etc., and removed application from hearing docket.

W. Walter Tison, Tampa, Fla.—Granted petition insofar as it requests leave to amend and remove application from hearing docket; accepted amendment so as to specify frequency 1110 kc with 1 kw, daytime only, instead of 1490 kc with 250 w, unlimited time, etc., and the application was removed from the hearing docket.

Walt Disney Productions, Burbank, Calif.—Granted petition for dismissal without prejudice of its application for a new television station.

WAKR Akron, Ohio—Granted motion for continuance of hearing on application for CP now scheduled for May 3, and continued same to June 3, 1946.

Times-World Corp., Roanoke; Roanoke Bcstg. Corp., Roanoke; Piedmont Bcstg. Corp., Danville, Va.—Granted joint petition of applicants requesting continuance of consolidated hearing on applications for new FM stations, now scheduled for May 6, and continued same to June 5, 1946.

By Commissioner Wakefield

Tower Realty Corp., Baltimore—The Commission, on its own motion, dismissed without prejudice the application of Tower Realty Corp. for a new television station, which was inadvertently designated for hearing. (Action taken 4-29).

Skyland Bcstg. Corp., Dayton, Ohio—Granted petition for leave to amend its application for a new station so as to show addition of new stockholders, etc., and the amendment was accepted. (Action taken 4-30.)

Buffalo Bcstg. Corp., Buffalo, N. Y.—Granted motion for an indefinite continuance of hearing now scheduled for May 10 on application for new FM station and continued same without date until further order of the Commission. (Action taken 4-26.)

Buffalo Bcstg. Corp., Buffalo, N. Y.—Granted petition to dismiss without prejudice its application for a new FM station. (Action taken 4-26.)

Hearst Radio Inc., Baltimore; Tower Realty Co., Baltimore—The Commission, on its own motion, continued without date until further order of the Commission, the hearing now scheduled for May 6 on applications for new television stations.

KTOK Oklahoma City, Okla.—Granted petition requesting leave to intervene in the hearing on application of Wichtex Bcstg. Co., Wichita Falls, Texas, scheduled for hearing on May 1, 1946, at Washington. (Action taken 4-3.)

Mt. Vernon Radio & Tel. Co., Mt. Vernon, Ill.—Granted authority to take depositions in re applications in consolidated hearing involving applicants' application and Midwest Bcstg. Co., Mt. Vernon. (Action taken 4-25.)

Allen B. DuMont Labs. Inc., Pittsburgh; Westinghouse Radio Stations Inc., Pittsburgh—The Commission, on its own motion, ordered that the consolidated hearing on applications of DuMont Labs. and Westinghouse for new television station, scheduled for April 25, be continued without date until further order of the Commission. (Action taken 4-22.)

By the Commission

WINS New York; The Crosley Corp., Cincinnati, Ohio—Joint petition granted in part to extend time within which exceptions may be filed to June 1, 1946; oral argument scheduled for April 27 continued without date until further order of the Commission.

KTOK Oklahoma City, Okla.—Denied petition of KTOK to designate its application for CP to change operation from 1400 kc 250 w, unlimited time, to 1000 kc 1 kw night, 5 kw day, DA night, unlimited time, for hearing in a consolidated proceeding with application of Wichtex Bcstg. Co.

Applications . . .

APRIL 29

FM—107 mc

WGFM Schenectady, N. Y.—CP to specify channel 264, 100.7 mc and install new transmitter and new antenna.

Program Authority

American Bcstg. Co. Inc., New York—Extension of authority to transmit programs to stations CFCF and CBL and the Canadian Bcstg. Corp. for period beginning 6-2-46.

AM—790 kc

WTAR Norfolk, Va.—Authority to determine operating power by direct measurement of antenna power.

AM—1050 kc

Mayfield Bcstg. Co. Inc., Mayfield, Ky.—CP new station 1050 kc 250 w and daytime hours. AMENDED to make changes in vertical antenna and change proposed transmitter and studio locations.

Video—66-72 mc

The Evening News Assn., Detroit, Mich.—Modification of CP which authorized a new commercial television broadcast station to specify frequency as channel 4, 66-72 mc, area is 2,450 sq. mi., power as aur: 5 kw, vis: 5 kw. Transmitter site, studio location, specify type of visual and aural transmitters and antenna system.

FM—Unassigned

Penn-Allen Bcstg. Co., Allentown, Pa.—CP new community FM station to be operated on frequency to be assigned by FCC and coverage of 2,830 sq. mi.—AMENDED: to change type of transmitter.

FM—Unassigned

Kenneth Edward Rennekamp, Oil City, Pa.—CP metropolitan FM station to be operated on frequency to be assigned by FCC in 100 mc band and coverage of 13,880 sq. mi.

AM—1400 kc

KTMC McAlester, Okla.—Authority to determine operating power by direct measurement of antenna power.

FM—92.9 mc

Darrell E. Yates, Lufkin, Tex.—CP new metropolitan FM station to be operated on channel 225, 92.9 mc and coverage of 7,920 sq. mi.

FM—97.9 mc

Bell Bcstg. Inc., Temple, Tex.—Modification of CP which authorized a new community FM station to specify transmitter, frequency as channel 250, 97.9 mc, coverage of 12,550 sq. mi., population of 367,744, antenna system and change class of station to metropolitan.

FM—Unassigned

Texoma Bcstg. Co., Wichita Falls, Tex.—CP new metropolitan FM station to be operated on frequency to be assigned in 92.1 to 103.9 mc band and coverage of 9,895 sq. mi.

AM—1450 kc

Dickinson Publishing Co., Dickinson, N. D.—CP new tation 1230 kc 250 w and unlimited hours—AMENDED: to change frequency from 1230 to 1450 kc and make changes in vertical antenna.

AM—1400 kc

WCBE Inc., Eau Claire, Wis.—CP new station 1400 kc 250 w and unlimited hours—AMENDED: to change name of applicant from WCBE Inc. to WBIZ Inc.

AM—97.9 mc

KMBC-FM Kansas City, Mo.—CP change from 46.5 mc to channel 250, 97.9 mc, location of transmitter, to specify coverage as 16,278 sq. mi., type of station as rural, change type of transmitter, install new equipment and make changes in antenna system.

FM—100.1 mc

WSM-FM Nashville, Tenn.—CP to specify channel 261, 100.1 mc, change coverage from 16,000 sq. mi. to 13,250 sq. mi., install new transmitter, make changes in antenna system, and change transmitter location.

Applications Dismissed:

FM—Unassigned

WHOW Inc., Baltimore—CP new metropolitan FM station on frequency to be assigned by the FCC and coverage to be determined. (Request of the attorney.)

Video—102-108 mc

Johnson Kennedy Radio Corp., Chicago—CP new commercial television station to be operated on channel 7, 102-108 mc, ESR of 2,150 and power of aur: 1 kw and vis: 1 kw.

Petition for Reinstatement and Amendment:

AM—860 kc

Sunland Bcstg. Co., El Paso, Tex.—CP new station 1490 kc 250 w and un-

---

Return Radio Items

AMONG war surplus items overseas, radio and electronic test equipment are in short supply in this country and should be returned to the U. S. if in new or serviceable condition, John W. Snyder, Director of War Mobilization and Reconversion, told the Senate Special Committee investigating the national defense program at a hearing May 1.

UNIONS ARGUE OVER WFIL'S ENGINEERS

DISPUTE between NABET and CIO local unions over representation of engineers at WFIL Philadelphia was reported last week.

American Communications Assn. (CIO), heretofore representative for the station's engineers, filed with NLRB an objection to an April 23 consent which NABET won by a 11-10 vote.

The CIO organization contended that two engineers, now commissioned officers in the Navy, should not have been allowed to vote because they have reenlisted in the Navy and therefore were ineligible to participate.

NABET countered with the contention that the two men, Commdrs. John Cummings and E. Julstedt, being commissioned officers, could not "reenlist" and that actually they are being held by the Navy for technical work in which they are engaged. CIO, claims NABET, is seeking to disqualify servicemen from voting. Further, NABET asserts, the CIO union's observers made no effort to challenge the two when they cast their ballots.

NLRB had not ruled on the objection late last week. Twenty-one engineers, all of whom participated in the election, are involved.

They don't have to get up early Saturday A. M.
WHBC

But they do!

Youngsters around Canton LISTEN to Marty's Party Monday through Friday before school. But on Saturdays, they want to SEE their good friend Marty in action and to participate in his show. Long before 7:15 A. M. Saturday morning, a crowd of kids—6 to 16—jam the WHBC studios.

We cultivate kid listener loyalty because these young hopefuls influence sales today ... will have their own money in their jeans a few years from now. We've developed a market for you ... get in and stay in with W H B C.

1000 WATTS FULL TIME

CANTON • OHIO

whbc

THE LARGEST SINGLE STATION MARKET IN THE 48 STATES!

BASIC STATION MUTUAL NETWORK

Represented by BURN-SMITH Co.

Write for complete information on availabilities.

limited hours—AMENDED: to change requested frequency from 1490 to 860 kc, increase power from 250 to 500 w day and 1 kw night and change proposed type of transmitter.

Applications Tendered for Filing:

AM—1150 kc

Rome Sentinel Co., Utica, N. Y.—CP new station 1150 kc 5 kw, directional antenna and unlimited hours of operation.

AM—1100 kc

Central Bcstg. Co., a partnership composed of H. Ross Perkins and J. Eric Williams, Utica, N. Y.—CP new station 1100 kc 250 w and daytime hours.

AM—740 kc

James M. Tisdale, Chester, Pa.—CP new station 740 kc 250 w and daytime hours.

AM—1490 kc

Western Reserve Bcstg. Co., Cleveland—CP new station 1490 kc 250 w and unlimited hours.

AM—800 kc

Ralph D. Epperson, Mount Airy, N. C.—CP new station 800 kc 250 w and daytime hours.

AM—550 kc

Tar Heel Bcstg. System Inc., Clinton, N. C.—CP new station 550 kc 1 kw and daytime hours.

AM—1380 kc

KIDO Boise, Ida.—Voluntary assignment of license of AM and conditional FM grant to KIDO Inc.

APRIL 30

AM—790 kc

KFQD Anchorage, Alaska—CP install new vertical antenna and move main transmitter—AMENDED: to increase power from 1 kw to 5 kw, install new type of transmitter and make changes in vertical antenna.

AM—1150 kc

WCOP Boston—CP to move presently licensed main transmitter and install composite 5 kw amplifier to be operated as an auxiliary transmitter with power of 5 kw, employing directional antenna for day and night.

AM—850 kc

Champlain Valley Bcstg. Corp., Albany, N. Y.—CP new station 850 kc 10 kw, directional antenna and unlimited hours.

FM—98 mc

Rome Sentinel Co., Utica, N. Y.—CP new metropolitan FM station to be operated on 98.0 mc, coverage of 8,160 sq. mi.

Developmental

Federal Telephone and Radio Corp., Newark, N. J.—CP new developmental station to be operated on 88.5, 100.7, 107.7 mc or as will be assigned by FCC, power of 10 kw and special for FM emission.

AM—1490 kc

WFKY Frankfort, Ky.—License to cover CP as modified which authorized a new standard broadcast station; authority to determine operating power by direct measurement of antenna power.

AM—1100 kc

WTAM Cleveland—CP to install FM antenna on top of vertical antenna.

AM—1230 kc

Steel City Bcstg. Co. of Bethlehem, Pa. Inc., Allentown, Pa.—CP new station 1230 kc 250 w and unlimited hours—AMENDED: re directors and stockholders.

AM—1340 kc

WTEL Philadelphia, Pa.—Modification of license to change hours of operation from S-WHAT to unlimited time, except when WCAM operates (1340 kc). (Facilities to be relinquished by WHAT.)

AM—780 kc

Northern Virginia Broadcasters Inc., Arlington, Va.—CP new station 860 kc 1 kw and daytime hours—AMENDED: to change frequency from 860 to 780 kc.

AM—1230 kc

Parkersburg Bcstg. Co., Parkersburg, W. Va.—CP new station 1230 kc 250 w and unlimited hours. (Call letters "WCOM" requested.)

FM—104.1 mc

Mayflower Bcstg. Co. Inc., Huntington, W. Va.—CP new community FM station to be operated on channel 281, 104.1 mc.

AM—760 kc

Oklahoma Agricultural and Mechanical College, Stillwater, Okla.—CP new station 760 kc 10 kw and daytime hours.

AM—1170 kc

Joseph G. Mathews, E. Judkins Mathews and John C. Mathews, d/b as Southern Bcstg. Co., Montgomery, Ala.—CP new station 1170 kc 10 kw, directional antenna and unlimited hours.

AM—1490 kc

WHBB Selma, Ala.—CP increase power from 100 to 250 w and install new transmitter.

AM—1450 kc

South Plains Bcstg. Co., Lubbock, Tex.—CP new station 1450 kc 250 w and unlimited hours.

AM—970 kc

Worth Bcstg. Co., Fort Worth, Tex.—CP new station 960 kc 5 kw and daytime hours—AMENDED: to change frequency from 960 to 970 kc, change power from 5 kw to 1 kw and change type of transmitter.

AM—1490 kc

Radio Asheville Inc., Asheville, N. C.—CP new station 1450 kc 250 w and unlimited hours—AMENDED: to change frequency from 1450 to 1490 kc and change powder from 250 to 100 w.

FM—94.7 mc

Radio Station WISE Inc., Asheville, N. C.—CP new FM station to be operated on channel 234, 94.0 mc and coverage of 13,300 sq. mi.—AMENDED: to change frequency 94.0 to 94.7 mc, channel 234 and specify class of station as metropolitan.

FM—100.1 mc

Coastal Bcstg. Co. Inc., New Bern, N. C.—CP for new FM station to be operated on channel 261, 100.1 mc and coverage of 7,600 sq. mi.—AMENDED: to specify class of station as metropolitan.

AM—1230 kc

KELO Sioux Falls, S. D.—Voluntary assignment of license to Midcontinent Bcstg. Co.

AM—1130 kc

Universal Bcstg. Co. Inc., Indianapolis, Ind.—CP new station 1130 kc 10 kw, directional antenna and unlimited hours—AMENDED: re changes in directional antenna.

FM—94.1 mc

Capitol Bcstg. Corp., Indianapolis, Ind.—CP new high frequency (FM) station to be operated on 48.7 mc and coverage of 14,120 sq. mi.—AMENDED: to specify population as 1,162,609 and change frequency from 48.7 mc to channel 231, 94.1 mc, coverage from 14,120 to 13,550 sq. mi., type of transmitter and changes in antenna system.

AM—1400 kc

KENO Las Vegas, Nev.—CP install new vertical antenna.

AM—1240 kc

KAVE Carlsbad, N. M.—CP install new transmitter.

Video—66-72 mc

The Chronicle Publishing Co., San Francisco—CP new commercial television station to be operated on channel 4, 66-72 mc, ESR of 9750 and power of vis: 5 kw (peak) aur: 5 kw.

Applications Tendered for Filing:

AM—1000 kc

KTOK Oklahoma City, Okla.—CP change frequency from 1400 to 1000 kc, power from 250 w to 1 kw night and 5 kw day, install new transmitter and change transmitter location. Install directional antenna for night use.

AM—1240 kc

WTAX Springfield, Ill.—Consent to transfer of control of stock owned by Jay A. Johnson to Oliver J. Keller, Frederick G. Blackburn, Archie Lee, Noah H. Dixon and Louis F. Gillespie.

AM—610 kc

William L. Werner, d/b as The Sevier Valley Bcstg. Co., Richfield, Utah—CP new station 610 kc 250 w night and 1 kw day, unlimited hours.

APRIL 30

FM—Unassigned

The Fort Hamilton Bcstg. Co., Hamilton, Ohio—Modification of CP which authorized a new community FM broadcast station to change class of station to metropolitan, and specify coverage of 6,550 sq. mi., population of 710,461, type of transmitter and specify antenna system and frequency to be assigned.

FM—Unassigned

Ohio-Michigan Bcstg. Corp., Toledo, Ohio—CP new metropolitan FM station to be operated on frequency to be determined by chief engineer of FCC and coverage to be determined.

AM—900 kc

WAYN Rockingham, N. C.—Modification of CP which authorized a new station for approval of antenna and approval of transmitter location.

AM—1340 kc

KRBA Lufkin, Tex.—CP to install new vertical antenna with FM antenna mounted on top and make changes in ground system.

AM—1150 kc

Joda Patterson, Ramon G. Patterson and Louise Patterson Pursley, d/b as WAPO Bcstg. Service, Chattanooga, Tenn.—Involuntary assignment of construction permit (conditional) for a new metropolitan FM station to Ramon G. Patterson, Louis Patterson Pursley, Ramon G. Patterson, executor, and Louise Patterson Pursley, executrix of the estate of Joda Patterson, deceased, d/b as WAPO Bcstg. Service.

Applications Tendered for Filing:

AM—1340 kc

Universal Bcstg. Co., Hazard, Ky.—CP new station 1340 kc 250 w and unlimited hours.

AM—1340 kc

Harry Francis Banker, Gilmore Keith Phares, Aubrey Edna Scott and Eliot Payson Tucker, d/b as The Lake Shore Bcstg. Co., Port Arthur, Tex.—CP new station 1340 kc 250 w and unlimited hours.

AM—1230 kc

Wilbur Courtland Foute, Nacogdoches, Tex.—CP new station 1230 kc 250 w and unlimited hours.

AM—1510 kc

WAUK Bcstg. Co., Waukesha, Wis.—CP new station 1510 kc 250 w and daytime hours.

AM—1450 kc

Intermountain Bcstg. Co. Inc., Artesia, N. M.—CP new station 1450 kc 250 w and unlimited hours.

AM—1130 kc

Egon A. Hofer, David L. Hofer and John M. Banks, partners, d/b as Radio Dinuba Co., Dinuba, Calif.—CP new station 1130 kc 250 w and daytime hours.

AM—1240 kc

Carroll R. Hauser, Eureka, Calif.—CP new station 1240 kc 250 w and unlimited hours.

AM—1230 kc

Las Vegas Broadcasters Inc., Las Vegas, Nev.—CP new station 1230 kc 250 w and unlimited hours.

MAY 1

AM—1230 kc

WJOY Burlington, Vt.—Modification of CP which authorized a new station to change type of transmitter for approval of antenna and approval of transmitter and studio locations.

AM—1230 kc

Lock Haven Bcstg. Corp., Lock Haven, Pa.—CP new station 1230 kc 250 w and unlimited hours.

FM—Unassigned

The Ohio Council of Farm Cooperatives, Columbus, Ohio—CP new FM station to be operated on coverage of approximately 13,000 sq. mi.—AMENDED: to specify frequency as "to be assigned," population as 1,538,313, antenna system to change transmitter site, specify rural type of station and type of transmitter.

FM—Unassigned

The Ohio Council of Farm Cooperatives, Columbus, Ohio—CP new FM broadcast station to be operated on coverage of approximately 13,000 sq. mi.—AMENDED: to specify frequency as "to be assigned," population as 1,237,001, antenna system, to change transmitter site, specify rural type of station and type of transmitter.

FM—Unassigned

The Ohio Council of Farm Cooperatives, Columbus, Ohio—CP new FM station to be operated on coverage of approximately 13,000 sq. mi.—AMENDED: to specify frequency as "to be assigned," population as 1,630,305, antenna system, to change transmitter site, specify rural type of station and type of transmitter.

FM—Unassigned

The Ohio Council of Farm Cooperatives, Columbus, Ohio—CP new FM station to be operated on coverage of approximately 13,000 sq. mi.—AMENDED: to specify frequency as "to be assigned," population as 919,316, antenna system, to change transmitter site, specify rural type of station and type of transmitter.

FM—99.7 mc

The Scioto Bcstg. Co., Portsmouth, Ohio—CP new metropolitan FM station to be operated on channel 260, 99.9 mc or as assigned by FCC and coverage of 9,847 sq. mi.

FM—Unassigned

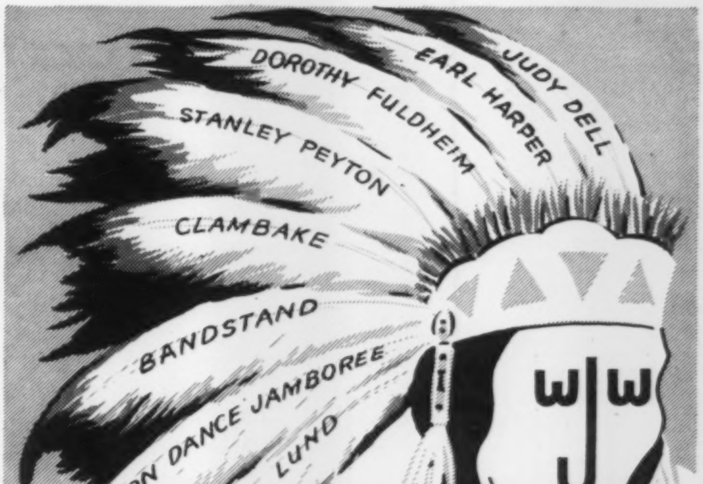
Unity Corp. Inc., Erie, Pa.—CP new community FM station to be operated on frequency to be decided by the FCC and coverage of 673 sq. mi.—AMENDED to change class of station from community to metropolitan.

AM—900 kc

WKAX Birmingham, Ala.—Modification CP which authorized a new station for changes in antenna and to change proposed type of transmitter.

AM—1290 kc

Texoma Bcstg. Co., Wichita Falls, Tex.—CP new station 970 kc 1 kw and daytime hours—AMENDED to change frequency from 970 to 1290 kc, power and hours of operation from 1 kw daytime to 1 kw unlimited time, install directional antenna for night use, change transmitter location and studio location.



With all these feathers in its cap . . . no wonder WJW is Cleveland's "Chief Station".

The Cleveland Press Radio Poll proved that WJW local programs topped all stations. Forty seven points against the next station's twenty six . . . gave WJW 8 Firsts in 19 classifications!

BASIC
ABC Network
CLEVELAND, O.

WJW

850 KC
5000 Watts
DAY AND NIGHT

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

Classified Advertisements

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Count 3 words for blind box number. One inch ads, acceptable, $12.00 per insertion, non-commissionable. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Manager is wanted by a new 250 watt station near Phoenix, Arizona. Write Box 233, BROADCASTING giving qualifications and experience.

Announcer wanted—ABC affiliate. Opening for top-flight announcer. No beginners or floaters. Send complete qualifications including past experience and references with voice recording. All applicants answered. Box 237, BROADCASTING.

Wanted—Continuity girl who can really write spot announcements and some shows. Can also use advertising salesman who will work and can sell. Apply giving full information and salary. Station WOLS, Florence, S. C.

Thoroughly experienced chief engineer for construction and maintenance 1 kw station. Starting salary $65.00. Give complete information first letter. WAYN, Box 591, Rockingham, Alabama.

Announcer—operator with first class license. Experience not necessary as operator. Send audition record to WDLP. Panama City, Fla.

Engineers, announcers. Radio's Reliable Resources, Box 413, Philadelphia 5.

Can you qualify? Three writers needed for well-paid free lance script work. Must be original, versatile, experienced —with spare time for top-flight radio writing. Send complete letter immediately to Richard Martin Productions, 612 North Michigan, Chicago 11.

Wanted immediately—Radio script and spot writer to handle heavy commercial assignment for progressive Mutual affiliate. Must be thoroughly experienced and have ability to produce saleable ideas. KALL, Salt Lake City, Utah.

Announcer — Requires some writing, ability to handle interview remotes, special events, public relations; need good personality, reliability, ambition. Permanent position. Rush complete details to KGFW, Kearney, Nebraska.

Announcer—Must be thoroughly experienced news, musical shows, console and turntable operation. Must be strictly dependable, no drifters, no drinkers, or actors. Excellent salary and opportunity. Eastern North Carolina network station. Send transcription, photo, references immediately. Box 242, BROADCASTING.

Continuity writer or announcer—continuity writer. Must be experienced. Permanent position with exceptional opportunity. Give previous experience, salary expected, when available and enclose snapshot. Confidential. WAKR, Akron 8, Ohio.

Wanted—First class radio engineer and operator—San Juan, PR, capable of installing 5 kw transmitter and directional antenna, should be up on FM and modern radio developments. Knowledge of Spanish helpful. Excellent salary. Box 248, BROADCASTING.

Situations Wanted

Available, qualified—all useful personnel, Radio's Reliable Resources, Box 413, Philadelphia 5.

Announcer - writer, network quality voice, college training in journalism, advertising. Army radio experience. Seek station willing to invest in brief period of polishing a high degree of skill to highly professional luster. Single. Recordings available. Box 197, BROADCASTING.

Announcer—Veteran, 24, single, adept at sports. Eight months experience baseball, basketball, boxing, turntables, writing. Desire post with small station anywhere in country. Discs, good references available. Box 198, BROADCASTING.

Salesman, 2 years radio, 14 years newspapers, 39, desires change. If I wasn't a salesman I could have put this in the minimum. Box 202, BROADCASTING.

Chief engineer—Fifteenth year in radio, three War Department, six engineering executive; college degree in economics. Desire technical direction of large station or small station group; minimum $450. Will also consider management. Box 214, BROADCASTING.

Situations Wanted (Cont'd)

Assistant to manager: Ex-Infantry officer, five years experience in market and listenership research, merchandising and sales promotion for top billing New York advertising agency and outstanding Regional Network. College graduate (AB) with years electronics training, 32, married and seeking permanent position with expanding AM-FM organization. Box 209, BROADCASTING.

FM broadcasters: Many new licensees creating personnel shortage. Act now. Program director with extensive FM and AM experience now available. Box 210, BROADCASTING.

Experienced 3 years—Announcer, sports editor, traffic and programming. Available immediately. College grad. Anywhere for worthwhile opportunity. Box 215, BROADCASTING.

Ex-serviceman; 27 years—married with one child presently employed as chief announcer 5 kw. Desires position as program director or news editor. Preferably with progressive new station. Box 219, BROADCASTING.

Young executive, ten years experience—station, networks and agency. Interested in managerial capacity. Prefer smaller station with opportunity for investment. Box 221, BROADCASTING.

Continuity writer. Topnotch commercials, scripts. Ten years experience, important New York stations. Also production, announcing. Travel. Box 227, BROADCASTING.

Chief engineer, well experienced all phases, available one month. Box 228, BROADCASTING.

Chief engineer four stations, installation construction of three, assistant manager of two, now on engineering staff of 50,000 watter. Desire change as chief or chief and assistant manager. Box 229, BROADCASTING.

Program director. Former New York announcer; ten years experience all phases programming. Imaginative. Cultural background. Box 230, BROADCASTING.

NBC-WMAQ staff writer, age 26. 1½ years experience in all types continuity, musical shows, drama, commercial copy, also announcer. Desire continuity directorship of good station or good staff position. Box 232, BROADCASTING.

Announcer — University trained, five years experience newscasts and announcing. Network and Coast Guard public relations. Ability in programming and station management. Prefer south or southwest. Box 235, BROADCASTING.

Chief engineer—Nine years experience, four years college equivalent. Design, install, maintain, from microphone to antenna. Married, age 29. Box 236, BROADCASTING.

New construction permit holders—Attention! Before starting installation, place a capable, experienced chief engineer in charge. I have ten years including maintenance and installation of new stations. Energetic, enthusiastic, young. Married. Dependable. Seek permanent position and worthwhile salary. Box 239, BROADCASTING.

Announcing — production — continuity. Five years experience all phases, excellent references, unusual background, age 25, go anywhere. Prefer coastal-south. Wire Box 240, BROADCASTING.

Excellent sports, news and special events announcer—producer. Play-by-play all sports. Good programming ideas. Age: 25, single. Veteran. Will travel. Experienced. Good references. Recordings available. College major—radio, arts, journalism. Available immediately. P.O. Box 264, Huntington, Indiana.

Hold first class radiotelephone issued 1942. Desire employment in the middlewest although not necessary. Am married, age 23. Four months broadcast experience 5 kw station. John C. Pomeroy, 602 Braddock Ave., Daytona Beach, Fla.

Situations Wanted (Cont'd)

Announcer—Pleasing voice with sales appeal. Background: CBS Chicago; WXYZ Detroit. Also on several network dramatic shows. While in Army acted, announced and produced shows on AFN. Have handled news, sports and special events. Ambitious, cooperative. Excellent references. John Cannon, 1309 South 11 Ave., Maywood, Ill.

First class license—Desire transmitter operator job in any location. Experienced, reliable and available for duty at once. Jeff Rice, Jr., 706 West Central Avenue. Phone 74, Bentonville, Arkansas.

Young married veteran desires position as script-continuity writer. Experienced writer, announcer. Now available. Jerry Ingwersen, 7530 Merrill, Chicago, Ill.

Announcer - Writer. Veteran. Straight commercial announcing. Excellent newscaster. Six years midwest experience, plus Army radio service in Europe. Will go anywhere. Charles W. Robbins, 4550 N. Figueroa St., Los Angeles 31.

Position wanted—Chief engineer, 16 years experience. 5 years as chief of NBC station. Qualified in all phases of studio and transmitter supervision. Both AM and FM experience. Desire change. Box 245, BROADCASTING.

People say I'm conservative in my salesmanship presentation, and it's true. I'm not a high pressure salesman, but my background of sales spells only success. Are you looking for a young man who would join your staff and work like a quiet beaver? B. C. Moses, 5525 Ridgedale Avenue, Dallas 6, Texas.

Announcer-program director — Music, sports, news, married. Personal interview or transcription on request. Box 246, BROADCASTING.

Engineer—Seeks immediate association with new or proposed station. Can do complete engineering required in application for construction permit including directional antenna design. College graduate, professionally registered, experienced, references. Box 247, BROADCASTING.

Engineer—Studying law mornings; E.E. graduate (R.P.I.), telephone license (1st) 8 years. Available afternoons, nights, and weekends, New York or Brooklyn vicinity. Seeking permanent position where legal-engineering background is requisite. Box 183, BROADCASTING.

Writer—Continuity and scripts—Also experienced actor and announcer—seeks full time writing job. Veteran. Guarantee to keep your salesmen happy and busy. Box 249, BROADCASTING.

Stand by! Pre-war announcer Age 30. All phases of production. Have car. Available immediately. East or midwest only. Box 250, BROADCASTING.

For Sale

250 watt transmitter, complete with one set of spare tubes. FCC approved. First check or money order for $1000.00 will buy it. Bamford, 516 Eighteenth St., Oakland, Calif.

5-10 kw transformers. Complete set of new Thordarson Tru-Fidelity transformers for 5-10 kw high level modulated transmitters—includes all audio and power components. Irvin Willat, 1414 N. Harper Ave., Los Angeles 46. Calif.

Fairchild 246 amplifier with 247 power supply. Perfect condition. Price $150. Box 241, BROADCASTING.

For sale—500 watt RCA transmitter, complete with tubes and crystals. Best offer. Box 243, BROADCASTING.

Presto portable play-back. Model "L." Good condition. Price $175.00. Box 251, BROADCASTING

Wanted to Buy

Two recorders in good condition with or without amplifiers, overhead feed desired. WJOY, Burlington, Vermont.

300 foot self-supporting vertical radiator. Will pay premium for new tower which we can replace within three months. Best price for slightly used tower. Write or wire Box 244, BROADCASTING immediately.

Transcription equipment. Late model Presto or equivalent. R. Pearson, 5764 Waverly, La Jolla, California.

Miscellaneous

Washington Newsman with modest capital wants to hear from young engineer and salesman interested in joining in application for 250 watter in Virginia. Small operation with owners doing the work. Box 231, BROADCASTING.

General Foods Reports Decline in 1946 Sales

SALES of $79,911,634 in the first quarter of 1946 have been reported by General Food Corp. Net profit after taxes was $4,644,274. For the first quarter of 1945 sales were $82,361,665, the larger amount being attributed by the company to the sale of special packs to the Government in that quarter.

Clarence Francis, chairman of General Foods Corp., said that recent Government-imposed grain restrictions had decreased the company's cereal and flour operations and probably would affect sales and earnings in the second and perhaps subsequent quarters this year.

ABC Acquires Site

THE U. S. FOREST SERVICE has approved construction by ABC of a television-FM station site on Mt. Wilson, 5,720-foot peak near Los Angeles. Beginning of project awaits favorable action by FCC on ABC's application for television and FM licenses.

FOR SALE

Broadcasting Station in Mexico City. One of the oldest and best.

Contact W. T. FREELAND
611 Baronne St.
New Orleans 13, La.
Raymond 4756

READ THIS

I am sales manager 5 kw net station—market over 2 million. Experience—16 years—2 stations. Desirous of responsibility of manager. Well known in radio and advertising circles. Tell me what you have to offer and I will contact you immediately.

BOX 238, BROADCASTING

AVAILABLE THIS MONTH

●

AES Director, AFRS Manager, CBS Producer, Yale writer.

To Head Up Your Program Department

with loyalty, intelligence, ideas, force and reputation.

BOX 234, BROADCASTING

Clear Channel

(Continued from page 81)

Shouse said, is composed of four fulltime employes and two "farm personalities."

On cross-examination Mr. Haley introduced three 1939 maps, made up from sales responses, to show WLW's effective sales area at night, early morning, and early evening. They were not discussed further on Wednesday.

Friday Session

When the hearings resumed Friday, Harry Stone, general manager for WSM Nashville, testified that public service takes preference in the station's operations above any effort to make profits. He said the station, owned by the National Life and Accident Insurance Co., showed a net operating loss of $662,639 at the end of its first 15 years of operation.

He said the station was in operation some 10 years before any reference was made on a program to the company's insurance business.

He testified that in addition to an operating staff of 60, the station employs 250 fulltime and parttime artists and entertainers. Talent cost for 1945 totaled $273,390, he said.

He said the BAE survey bore out the stations' belief that rural listeners preferred oldtime music. WSM, he pointed out, has been carrying a 4-hour program every Saturday night for 20 years devoted to oldtime music (*Grand Ole Opry*).

Such a program, he said, could not be continued on its present scale if WSM's 50 kw power were curtailed. He cited a mail map for 1938 showing 325,526 letters received by WSM from *Opry* listeners from every state in the nation.

He said the station has maintained a studio at the U. of Tennessee's Agricultural Extension Service in Knoxville for eight years to broadcast a farm program and that it has never offered the program for sponsorship and never will.

He said WSM carried the *National Farm and Home Hour* even after the Blue network was sold by NBC, though WSM is an NBC affiliate. However, he said, when WSM saw the program "being scuttled" last year, the station developed a farm program and cancelled sponsored broadcasts to give its new show, *Noontime Neighbors*, a better time. He said the program will never be offered for sponsorship.

In addition, he said, the station carries three sponsored farm programs, including the new *National Farm and Home Hour* on NBC.

To a question, he said the secondary coverage is "the most important thing the station has" and that it desires 500 kw power.

Mr. Becker read a letter from Paul Segal of Segal, Smith & Hennessey, counsel for WWL New Orleans, that the station would not appear at the hearings and stated that WWL was applying for 500 kw power.

Butcher Outlet Among New AM Grants

Actions Also Include Rescinding Permit In High Point

TOTAL of 7 grants for new standard stations were announced by the FCC last week and one grant, made in March, was rescinded and the application set for hearing with a competing applicant.

Harry C. Butcher, former CBS Washington vice president, naval aide to General Eisenhower during the European campaign, was granted use of 1340 kc with 250 w fulltime at Santa Barbara, Calif. Capt. Butcher, now on a lecture tour, is author of the best-seller *My Three Years With Eisenhower*. He received several offers of network executive positions but chose to return to the local broadcast field. His Santa Barbara station, which he estimated would cost $27,200, is expected to be an NBC affiliate [BROADCASTING, March 11].

The Commission, on petition of A. J. Fletcher, applicant for a new daytime station at Greensboro, N. C., withdrew its March 6 grant to *High Point* (N. C.) *Enterprise* for a daytime station at High Point on 830 kc with 1 kw. Mr. Fletcher, principal owner of WRAL Raleigh, is seeking 850 kc with 1 kw in the Greensboro application. The *Enterprise*, a daily newspaper at High Point, is headed by R. B. Terry, manufacturer and businessman [BROADCASTING, March 11], and holds a grant for an FM station there. The High Point and Greensboro applications will be heard in a consolidated proceeding.

The Butcher grant and the High Point rescission were made April 26 and announced last Monday. Other grants announced Monday were for local outlets at Fitzgerald, Ga., Shelbyville, Tenn., and Lexington, Ky.

J. Paul Stone and R. M. Ware Jr. received the Fitzgerald grant, for fulltime operation on 1240 kc with 250 w. Mr. Stone, minority stockholder in WJDX Jackson, Miss., owns Stone's Independent Oil Co. at Fitzgerald and half interest in Easy Pay Tire Stores at Moultrie, Tifton and Ocilla. Mr. Ware is a radio engineer.

Shelbyville Grant

Robert W. Rounsaville, owner of WBAC Cleveland, Tenn. and 51% stockholder in WBEJ, new station at Elizabethton, Tenn., is associated with three others in Shelbyville Broadcasting Co., an equal partnership granted use of 1400 kc with 250 w fulltime at Shelbyville. Other partners are J. O. Fly Sr., principal owner of Fly Mfg. Co. and president of Eureka Pants Mfg. Co., Shelbyville; George F. Fly, minority stockholder and production manager of the clothing firms, and Harvard P. Smith, sales manager of Eureka.

The Lexington grant went to Central Kentucky Broadcasting Co., assigned 1340 kc with 250 w unlimited time. J. Douglas Gay Jr., half owner of J. D. Gay & Son (farming operations), Fayette County, and of Sphar & Gay Seed Co., Winchester, Ky., is president and owns 15%. Joe Eaton, commercial manager of WHAS Louisville for the last 16 years, is vice president and owns 25%. Other stockholders include Samuel Milner, an attorney at Paris, Ky., 17%; J. W. Bell of J. W. Bell & Son (farming), 12%; H. Guthrie Bell of J. W. Bell & Son, 15%; J. W. Bell Jr., an AAF veteran, 6%; Neil Cline, also an army veteran, associated with WHAS, 10%.

Three grants were announced Friday, for stations in Boston and Brockton, Mass. and Fort Smith, Ark.

Templeton Radio Mfg. Corp. received the Boston grant, for use of 1090 kc with 1 kw daytime only. The company is headed by Oscar Dane (46.65%), who with Eli Dane (46.66%), vice president and treasurer, is also interested in a woodworking business. Minor stockholders include Dale Pollack, Louis Friedman, Mario Gardner and Ivan B. Newman.

Subject to proof of performance, KWHN Broadcasting Co. was authorized to construct a new station at Fort Smith to use 1320 kc with 5 kw day and 1 kw night. Allen Whiteside of Van Buren, engaged in farming operations and associated with a pharmaceutical firm, is president and owns 17.5%. H. S. Nakdimen, banker and associated with Oklahoma-Arkansas Telephone Co. and other interests, owns 35%. Other stockholders include Dr. Arthur F. Hoge, Fort Smith physician and banker, and G. L. Grant, Fort Smith attorney, who own 10% each.

Enterprise Publishing Co., publisher of the Brockton *Enterprise*, received a grant for daytime use of 990 kc with 250 w at Brockton. Principal stockholders include S. H. Rich, president (26%); Charles Fuller (28.5% plus 18.4% as trustee), and Myron L. Fuller (25.04%).

WBAL SCHOOL AID
'Teaching For Future' Series Designed for Students

WBAL Baltimore, in line with its public service programming, on May 7 begins a twice-weekly feature *Teaching For a Future*, in cooperation with the Maryland State Dept. of Education and the Dept. of Education of Baltimore.

Scheduled at 11-11:15 a.m. Tuesdays and Thursdays, the series is presented to make the public conscious of the importance of the teacher's position, to bring to parents' attention the necessity of having the most able high school graduates select teaching as a profession, and to interest young men and young women in teaching, according to brochures sent to high schools in Baltimore and the WBAL area.

In addition, WBAL also sent to all schools a list of its programs selected for student listening by the Radio Listening Service Advisory Committee, Federal Radio Education Committee, U. S. Office of Education, including several commercially-sponsored shows.

Maulsby Returns

GERALD S. MAULSBY, who left post of assistant to the CBS director of broadcasts in March 1943 to join the OWI Overseas Branch, has returned from Germany where he had charge of the control of radio for the U. S. forces in that country, and today (May 6) rejoins CBS as assistant to Edward R. Murrow, vice president and director of public affairs. Concurrently, Mr. Murrow announced, Lyman Bryson, former director of education for the network, becomes counsellor on public affairs, and Robert Hudson, formerly associate director of education, succeeds Mr. Bryson as director.

Severs Station Relations

PAUL H. RAYMER Co., New York, has severed relations as station representative of WSYR Syracuse and WTRY Troy, N. Y., due to a difference in matters of policy. Raymer has represented stations for 13 years.

Can't teach you to swim this afternoon, lady. WFPG you know!

52%* more listeners . . .

It's a fact 52%* more people listen to WFPG during the daytime than listen to any other station inside or outside of Atlantic City! More evidence why you should plan now to share in the tremendous amount of business that is heading for what looms as Atlantic City's greatest year.

*Based on a Conlan Survey. Dec. 1945. 16,489 phone calls.

THE FRIENDLY GROUP
WSTV WFPG
WJPA WKNY

WFPG
ATLANTIC CITY
ABC NETWORK

CCNY

(Continued from page 20)

from $30 to $100 extra to have it included in their new sets.

Seymour N. Siegel, director of programs for WNYC New York, said FM would present the opportunity for stations rendering specialized program service rather than a well-balanced overall service in areas with enough stations to provide the listeners with a well-rounded service.

Program Standards

Moderator of the program standards panel, Arthur Pryor Jr., vice president in charge of radio of BBDO, said that while his agency receives 50 or 60 unsolicited scripts weekly few show ability.

Dorothy Kemble, continuity acceptance director of Mutual, reviewed the history of network program standards. Herschel Deutsch, account executive of Grey Adv. Agency, raised the question of individual stations having lower standards than networks, piling up commercials until the advertiser does not get his money's worth. William McGrath, general manager, WHDH Boston, pointed out that different stations in different localities have different problems.

Edward A. Byron, producer and co-author of *Mr. District Attorney*, said the public gets the kind of radio it deserves as it gets the kind of government it deserves. He urged the networks to take more leadership in experimenting with new kinds of programs.

Advice to Newcomers

The thousands of war veterans who are excited by the lure of big money to be made in radio work were advised by a panel of radio executives at a Wednesday morning session to keep their shirts on. Charles Batson, director of information for NAB, presided. All agreed that the prospects of absorbing large numbers of new employes were slim, that the best way for the novice to break into radio was to take a low-salaried job with a small station.

Following the discussion, the 250 members of the audience were divided into specialized groups to discuss with the executives the departmental specialities in which they were interested.

The Wednesday morning program also featured a session on television as an advertising medium. Raymond E. Nelson, vice president in charge of radio and television, Charles M. Storm Co., moderator, opened the meeting with three reasons why an advertising agency should get into television today: Because the agency owes it to its clients to explore any new advertising medium, because there now is an opportunity to make mistakes in comparative privacy and because the costs are very low.

George L. Moskovics, commercial manager, WCBW, CBS video station, said that while on a basis of circulation television would be expensive at the outset, its impact would more than offset extra cost by extra sales.

Reynold R. Kraft, NBC television sales manager, reported on an advertiser using both radio and newspapers who added a weekly television program on an eight-week test. When a survey was made, it showed that the video audience knew ten times as much about the product as other people.

Sam Cuff, manager of WABD, Du Mont video station, reported on another survey, made of 2,000 people who have had television receivers five years or more, on the use of their sets. He said 75% used their sets between 8 and 9 p. m. and 79% between 9 and 10, but that after 10 the sets-in-use dropped to 43% on Friday nights, when NBC telecasts its feature boxing bouts, and to 20 on other nights. His conclusion that two hours of viewing is the saturation point was questioned by Mr. Kraft, who said another survey showed viewing increased after 10 on Fridays.

Mr. Cuff said that while there will be fewer video than sound broadcasting stations they will have many more prospects, citing department stores as an example.

Charles J. Durban, assistant advertising director, U. S. Rubber Co., told of his company's experiments with television at WABD and WNBT, stating that it had gone into television early because of a belief that "we can sell goods through television that we can't sell any other way."

'Blue Book' Debate

One of the most spirited sessions of the two-day conference was the Wednesday afternoon panel on the FCC report. Of the seven panel members, Edward M. Brecher, general manager, Metropolitan Broadcasting Corp., which intends to operate a cooperative, nonprofit station in Washington; M. S. Novik, radio consultant; Jack Gould, radio editor, *New York Times*, and C. Maurice Wieting, National Council of Farmer Cooperatives, lined up more or less strongly in support of the Commission. A. D. Willard Jr., NAB executive vice president; William J. Dempsey, of Dempsey & Koplovitz, Washington radio attorneys, and R. K. Richards, Editorial Director of BROADCASTING, took the other side, with Kenneth G. Bartlett, professor of radio and television at Syracuse U., as moderator, maintaining neutrality.

Mr. Brecher said if the FCC has the courage to follow up with action the result will be better programming and less commercialism. Mr. Wieting said the report establishes "reasonable criteria" for measuring broadcast service and may provide more programs for farmers.

Mr. Willard denounced the FCC's assertion of the right to control program practices and to use this as a basis for determining who shall and who shall not be permitted to operate a radio station. He decried the report as an indictment of an entire industry that shows only the worst side and makes no effort to present a fair picture.

Mr. Richards, who served with the Office of Censorship during the war, declared the report is clearly an act of censorship on the part of the FCC and that there is no legal basis for censorship in the United States in peacetime.

When Mr. Novik cited a case of a new applicant for the frequency of an established station and asked how the FCC can make a fair decision without a review of past programming, Mr. Willard said the Commission should not have the right to remove any station from the air, but should cite an offending station to the District Court in the station's home district and let the court decide.

Mr. Brecher said the report does not condemn commercials, evoking prompt denial from Mr. Dempsey, who said the report has led applicants to believe they will be licensees if they promise a high enough percentage of sustaining programs.

Stating that the report both condemns commercials and asks for more sustaining time, Mr. Willard asked why a time signal stops being public service when it is a Bulova time signal and why the recent *Fibber McGee & Molly* broadcast devoted entirely to the Red Cross cannot be put on the public service list but must be set down as a commercial program without qualifications.

Mr. Gould urged the NAB to set its own standards and enforce them. With so much program improvement needed, so many ideas not given a chance because the advertiser wants to play safe and use only what has proved to be successful in the past, broadcasters themselves should take the initiative in improving matters, he said. Positive NAB action for better programs and program standards would be a stronger argument against FCC domination than putting its case on a legal basis, he averred.

FRAZIER AND PETER FORM NEW SERVICE

Mr. Peter

Mr. Frazier

NEW radio management consulting firm has been formed by Howard S. Frazier, for several years NAB director of engineering, and Paul F. Peter, pioneer radio research specialist. Offices are temporarily located at 1730 I St., N.W., Washington, with phone National 2174. Firm is known as Frazier & Peter.

The firm's services are designed to assist broadcasters and prospective broadcasters in all phases of management except legal and engineering. Among the services are station management and organizational studies, program policy recommendations, program analysis systems and audits, advertising rate studies, market evaluations, operating cost analyses and station appraisals.

Messrs. Frazier and Peter have a total of 38 years broadcast management and research experience. Mr. Frazier entered radio in 1925 at WCAU Philadelphia, later becoming chief engineer of the five Tauble-Harron stations in the Philadelphia-New York area. In 1934 he started a consulting engineering business, turning to station ownership and management in 1937 when he was granted a CP for a station in Bridgeton, N. J. He joined RCA Jan. 1, 1942, as sales engineer in charge of Navy contracts and took the post that summer. He has been serving NAB on an advisory basis since last winter when he resigned to enter consulting practice, pending appointment of a new director.

Mr. Peter for many years was NAB director of research and has served with the Joint Committee on Radio Research, RCA, NBC and other firms. He has been active in analysis of broadcast operation as well as public attitudes and listener habits.

BEHN THINKS COLOR VIDEO IS INEVITABLE

PUBLIC acceptance of high-definition color television "in the not-too-distant future" was described as "inevitable" last week by Sosthenes Behn, IT&T president, in his annual report to stockholders. Mr. Behn announced that IT&T laboratories, which produced the transmitter used by CBS in its development of broadband full color television, were "continuing to advance their knowledge and technique in this field."

IT&T and its subsidiaries reported a net income of $8,151,937 in 1945, as compared with $7,808,745 for 1944 and $6,970,953 after restatement of the 1944 accounts to include adjustments allocable to prior years due to reconversion from war operations of Federal Telephone & Radio Corp.

Most of IT&T's subsidiaries showed improvements in income in 1945, as compared with those of 1944, said the report. One exception was Federal Telephone & Radio Corp., whose net income declined as a result of contract terminations and cancellations after the war.

Signs Contest Contract

WBTM Danville, Va., has contracted to select "Miss Danville" for forthcoming Miss America 1946 contest which will hold finals at Atlantic City. Station plans extensive contest promotion campaign.

WSLS Transfer Approved by FCC

ACQUISITION of control of WSLS Roanoke, Va., by Shenandoah Life Insurance Co. through purchase of 40% interest from Junius Parker Fishburn for $64,000 was approved by the FCC April 26 and announced Monday. The insurance firm already owned 15%.

Mr. Fishburn, president and 49% owner of Times-World Corp., licensee of WDBJ Roanoke, explained in the application for transfer [BROADCASTING, March 4] that his desire to sell his interest in WSLS was "influenced, at least in part, by the Commission's apparent desire to eliminate any situation approaching a borderline 'duopoly' case."

Not affected by the transfer are 20% interests of Lynchburg Broadcasting Corp., licensee of WLVA Lynchburg, Va.; 10% interests held by Edward A. Allen and Philip P. Allen, respectively president and manager of WLVA, and 5% owned by James H. Moore of Roanoke. Paul C. Buford, president of Shenandoah Life, is also president of WSLS, which operates on 1240 kc with 250 w fulltime and has applied for a change to 590 kc with 1 kw.

FLA. BROADCASTERS FORM CAPITAL BODY

FLORIDA broadcasters, meeting at Pensacola in connection with the NAB District 5 session April 29-30, adopted a legislative participation program to be effective when the State Legislature next convenes.

Florida Assn. of Broadcasters, of which James M. LeGate, WIOD Miami is president, will be represented at sessions by liaison officers. They will attend not as lobbyists but as friends and representatives of state broadcasters. The state will be divided into seven districts and representatives will completely cover the next legislative session.

Contrary to custom, officers and directors of the association were unanimously reelected. Besides Mr. LeGate they are Glenn Marshal, WFOY St. Augustine, vice president; William McBride, WDBO Orlando, second vice president; Fred Mizer, WQAM Miami, secretary-treasurer. Mr. LeGate was presented a bronze plaque by Fred Borton, NAB 5th District director, in recognition of his services.

General Foods Drops

GENERAL FOODS Corp., New York (Birdseye Frosted Foods), June 20 discontinues *Dinah Shore's Open House*, NBC, Thursday, 8:30-9 p.m. Company has decided not to include network radio for the remainder of the year because of production and distribution problems. Agency is Young & Rubicam, New York.

United Fruit Switch

UNITED FRUIT Co., New York, in mid-May will expand its current spot campaign for *Chiquita Banana* now on approximately 50 stations to national coverage on 136 stations tying in with Government anti-famine project. New transcriptions for the 13-week campaign have been made revising the lyrics of the Chiquita song as an appeal to save oils, wheat and fats and to eat more fresh fruit and vegetables. Agency is BBDO, N. Y.

PABST TO SPONSOR CANTOR NEXT YEAR

WITH REPORTED weekly salary of $20,000, Eddie Cantor at end of present contract shifts to Pabst Sales Co., Chicago (Pabst Blue Ribbon Beer), starting in September 1947. His Bristol-Myers Co. commitment has 39 weeks more to run from next October. Parting is amicable.

Pabst contract is on straight two year basis, with option clause for additional two year terms. Under new package deal, comedian is said to have complete control over program. Contract with Cantor was negotiated and completed by Henry Legler, executive of Warwick & Legler, New York, when in Hollywood during late April.

With a series of stipulations by the sponsor, Danny Kaye, star of CBS *Danny Kaye Show*, has been released from his Pabst radio commitment, effective May 31. It is understood that Kaye is to refrain from a steady sponsor for one year, at termination of his Pabst contract. He will be permitted to make a series of ten guest appearances on programs, providing they do not advertise wine, liquor or beer products.

Terms of release are said to be most rigid ever laid down by a sponsor in relinquishing a radio artist. It is furthermore reported that of the 10 guest appearances agreed upon, Pabst Sales Co. has option on four, each at flat fee of $5,000.

Connolly Stricken

TRAGEDY marked the NAB 5th District dinner Monday night at the San Carlos Hotel, Pensacola, Fla., when John Connolly, manager of WBRC Birmingham, suffered a heart attack and died en route to a hospital. Mr. Connolly was stricken as the evening's entertainment program was closing.

'Free' Selznick Discs

"FREE" transcribed interviews with leading film stars are offered a "selected" list of stations by Selznick-International Studios in a letter from David O. Selznick, the NAB Dept. of Broadcast Advertising reports. A penny post card for acceptance or rejection is offered and a sample disc is sent to the selected stations, according to the NAB, which has been campaigning against free time projects.

Blue Book Opinion Backed by ACLU

AMERICAN Civil Liberties Union board of directors on May 2 approved a report of its radio committee [BROADCASTING, April 29] expressing general agreement with the conclusions and proposals of the FCC report on public service responsibilities of broadcasters.

"Everyone agrees," ACLU states, "that the kind and quality of program service that an applicant proposes to give is a relevant factor to be considered at the time of issuing a license to broadcast, especially if there are two or more applicants for the same wavelength. It seems wholly logical that the kind of service actually given should likewise be considered when a license comes up for renewal."

MEETING THIS WEEK TO MAP CAB COURSE

REPORTING that members of the Cooperative Analysis of Broadcasting are voting three to one in favor of continuing and expanding the CAB program rating service, the organization's board of governors last week announced that a general membership meeting will be held in New York on May 10 to discuss the future course of action for the CAB.

Chief question to face the members will be how to meet the cost of the continued and expanded service for which they have voted. ABC has already withdrawn from the CAB; other networks are reported ready to do so if it continues its rating service; the networks have supplied some 40% of the organization's upkeep which will now have to come from other sources.

Time for Filing WINS Exceptions Is Extended

EXTENSION of time to June 1 for filing exceptions to the proposed decision of the FCC denying transfer of WINS New York to the Crosley Corp. was granted by the Commission last Thursday. Oral arguments, originally scheduled for April 27, were continued without date until further order.

Proposed decision of the FCC had denied sale of the potential 50,000 w station owned by Hearst Radio Inc. largely on the basis of a provision calling for $400,000 of the $2,100,000 purchase price to be paid for in time granted for Hearst newspaper advertising over a 10-year period. Commission held that time arrangement conflicts with rule limiting licensing period to maximum of three years [BROADCASTING, April 8].

Joint petition filed by Hearst and Crosley asked for a 60-day extension for filing exceptions and stated that they would not be required to exercise a purchase option expiring May 1.

VIDEO WITHDRAWAL TOTAL REACHES 42

WITHDRAWAL of three more applicants from the television field brought video drop-outs to 42 last week as the FCC granted dismissals to Walt Disney Productions, Los Angeles, Johnson Kennedy Radio Corp., Chicago, and WCAU Philadelphia.

Action of Walt Disney was understood to have been ascribed to a desire to experiment with high definition color television. Previously, WCAU had announced it would file an application for color in the higher frequencies.

Withdrawal of Johnson Kennedy left four applicants for the five available channels in Chicago where two stations are in operation.

As the result of withdrawals from Pittsburgh, the Commission continued without date the consolidated hearings on applications scheduled for April 25. Only Westinghouse Radio Stations and Allen B. Du Mont Labs. remain from the original five applications filed.

The Commission also granted a petition of Hearst Radio, Baltimore, to amend its application to show a new transmitter site and other engineering changes. This application was inadvertently referred to as withdrawn from the original Baltimore entries in the April 29 issue of BROADCASTING. The A. S. Abell Co. (*Baltimore Sun*) and Hearst are the remaining applicants in the area.

CALUMET REHEARING REQUEST IS DENIED

FCC stood its ground last week on its denial of a grant to Calumet Broadcasting Corp. for a new station at Hammond, Ind., refusing Calumet's request for rehearing of the case.

The Commission on March 8 denied Calumet's application, contending that principal stockholders had displayed evasiveness and lack of candor in reporting stock ownership and financial qualifications and that the FCC felt it could not "entrust the applicant with the duties and obligations incumbent upon licensees." [BROADCASTING, March 11].

Principal stockholders were listed as Dr. George F. Courrier and Miss Doris Keane (Mrs. William Irvin), formerly associated with WWAE and WHIP Hammond, Ind. FCC noted that WHIP went into receivership after they sold it.

In exceptions filed to FCC's denial of the application, Calumet claimed the Commission gave tacit consent to the use of a hidden microphone to record a conversation between Miss Keane and Dr. Courrier. Miss Keane said the case will be carried to the U. S. Court of Appeals, and Rev. Val Karcz of Hobard, Ill., a minority stockholder, said he would demand a Congressional investigation of the FCC on grounds that it is discriminatory and un-American [BROADCASTING, March 18].

At Deadline . . .

TWO CHICAGO VIDEO GRANTS AMONG FCC ACTIONS FRIDAY

FCC Friday announced proposed grants for three new standard stations, while granting one standard and two commercial television construction permits for Chicago. FCC made 20 FM conditional grants final, also issued one conditional FM grant and approved basic engineering plans for three conditional FM grantees.

Standard grant was to Frank C. Carman, David G. Smith, Jack L. Powers, Grant R. Wrathall, doing business as Idaho Broadcasting Co., for local on 1340 kc, 250 w power, Boise.

FCC proposes grant Frank E. Hurt & Son, owners of KFXD Nampa, Idaho, change frequency, 1230 to 580 kc, increase power, 250 w to 1 kw, move transmitter and main studio from Nampa to midway between Nampa-Boise; proposes to deny application of Queen City Broadcasting Co., Saul Haas, president, licensee of KIRO Seattle, for 1 kw regional on 600 kc in Boise.

Another proposed grant is to Huntington (W. Va.) Broadcasting Corp. (James Newton, Norfolk, Va., 125 sh.; Flem J. Evans, Huntington, 124 sh., and Charlene Evans, his wife, 1 sh.) for local on 1450 kc, 250 power; proposed denial of Greater Huntington Radio Corp. application for same facilities.

Third proposed grant was to Thomas N. Beach for new standard outlet on 1490 kc, 250 w, in Birmingham; applications of Ernest E. Forbes, Jr., trading as Magic City Broadcasting Co. and Ramon C. Patterson and Louise Patterson, doing business as Patterson Broadcasting Service, for same facilities, proposed as denials.

Commercial video grants in Chicago to NBC (Channel 5, 76-82 mc) and Zenith Radio Corp. (Channel 2, 54-60 mc).

Conditional FM grant was to McClatchy Broadcasting Co., Bakersfield, Cal., (KERN) for metropolitan station. Basic engineering plans approved for these conditional grantees: City of Jacksonville, Fla.; Louisville Courier-Journal & Times Co. (WHAS); WKY Radiophone Co., Oklahoma City (WKY).

Those receiving final CPs Friday, following previous engineering approvals: J. E. Rodman (KFRE), Fresno, Calif.; KOMA Inc., Oklahoma City; The Southern Minn. Supply Co. (KYSM), Mankato, Minn.; Kansas City Star Co. (WDAF), Kansas City; KARM, The George Harm Station, Fresno, Calif.; Queen City Bcstg. Co. (KIRO), Seattle; Evergreen Bcstg. Co. (KEVR), Seattle; Fisher Blend Station Inc. (KOMO), Seattle; Oregonian Publishing Co. (KGW), Portland, Ore.; Atlantic Coast Bcstg. Co. (WTMA), Charleston, S. C.; Harbenito Bcstg. Co. Inc. (KGBS), Harlingen, Tex.; Havens & Martin Inc. (WMBG), Richmond; Houston Printing Corp. (KPRC), Houston; Boise Broadcast Station (KIDO), Boise; Montgomery Bcstg. Co. Inc. (WSFA), Montgomery, Ala.; Joe L. Smith Jr. (WJLS), Beckley, W. Va.; The Greenville News-Piedmont Co. (WFBC), Greenville, S. C.; WAIR Bcstg. Co., Winston-Salem, N. C.; Giddens & Rester, Mobile, Ala.; Broadcasters Oreg. Ltd., Portland, Ore.

NO DERBY TELECAST

JURISDICTIONAL fight between IATSE, to which most movie newsreel men belong, and IBEW, to which all CBS technical employes, including television and camera crews belong, again halted plans of CBS to televise motion pictures of Kentucky Derby. Pictures were to have been taken at Derby Saturday and flown to New York for telecast Sunday over WCBW, with Bristol-Myers Co. sponsoring for Vitalis, through BBDO, New York. IATSE pressure on management of Churchill Downs, allegedly brought about negation of permission for CBS to take pictures of race.

CHICAGO POWER RULING HITS AUDIENCE SHOWS

CHICAGO stations and networks rearranged format on audience participation shows as result of orders issued Thursday by Illinois Commerce Commission limiting use of electric power. Most office buildings furnish elevator service only between 2 and 6 p. m. except in emergency. Although restriction does not affect station personnel, who are permitted to use emergency elevators, it hits some audience shows.

WBBM-CBS has no problem since main studio is on first floor of Wrigley Bldg. Minimum lighting is used. Mutual-WGN broadcasts from main floor but dropped audiences for *Country Sheriff*, *Funny Paper Party*, *You're Right to Say It* and *Freedom of Opportunity* to save light. Mutual will cancel audience for *Chicago Theatre of the Air*. Mutual-WGN continue audiences for *Quiz of Two Cities*, *Mr. & Mrs.*, *Stars of Tomorrow*, and also for *Those Websters*.

NBC-WMAQ canceled its two audience participation shows with Tommy Bartlett and replaced them with *Words and Music*. Audiences were cancelled for *National Farm & Home Hour*, *Tinpan Alley of the Air* and *Manor House Party*.

ABC-WENR shows can go on with or without audiences. Shows include *Quiz Kids*, *Curtain Time*, *Teen Town*, *Wake Up and Smile*, *Sachs Amateur Hour* and *Breakfast Club* which returns to Chicago from New York Monday. Gene Rouse, program director of NBC Central Division, called Don McNeill, m. c. of the program in New York Friday warning him to be prepared to broadcast with or without audience.

Television station WBKD allowing audiences between 2 and 6 p. m.

BENTON SAYS SHORTWAVE ENDS UNLESS CUT RESTORED

UNLESS Senate restores more than $9,000,000 cut from State Dept. appropriation for international information office by House Friday, shortwave broadcasting by State Dept. will be ended June 30, William B. Benton, Assistant Secretary of State, told National Press Club, Washington, Friday noon. As he spoke House was fighting down Republican amendments to take State Dept. out of broadcasting business on July 1. House Friday afternoon defeated amendments by Rep. John M. Vorys (R-Ohio) to ban international news broadcasts Sept. 1 by State Dept. without Congressional approval.

Mr. Benton told Washington newsmen greatest opposition to State Dept.'s international information program was because of newscasts via shortwave. He said U. S. must continue if nation is to retain place in world affairs, since 58 other nations already are using "this great and powerful medium" to foster their own ideals. Rep. E. E. Cox (D-Ga.), ranking member of Rules Committee, who led opposition to Bloom bill to authorize State Dept. international information plan, withdrew opposition, telling House that State Dept. had dismissed "hundreds of undesirable people."

Foreign Affairs Committee, meeting secretly, meanwhile adopted a Bloom bill amendment to bar State Dept. from using services of newsgathering facilities to spread information about U. S. to other parts of the world. Mr. Benton said loss of AP and UP actually made little effect on State Dept.'s broadcasts.

People

C. M. JANSKY Jr., of Jansky and Bailey, consulting engineers, was to fly last week-end to London as technical adviser to American delegation at conference on radio and radar aids to marine navigation. (See story inside.) Only nongovernment expert with delegation, Dr. Jansky represents National Federation of American Shipping and Lake Carriers' Assn.

ROSS WORTHINGTON appointed radio director by Air Transport Assn., Washington, to succeed Robert S. Wood, now news room manager of WOR New York [Broadcasting, April 29]. For four years producer of *We the People* for Young & Rubicam, New York, Mr. Worthington during war was chief of radio special events with War Dept. Bureau of Public Relations and CIAA, later in Navy as overseas combat correspondent.

WESTINGHOUSE STRIKE PLANS

ALTERNATIVE plans which Westinghouse may take to get its share of immediate postwar home radio business and to establish its future position announced to leaders of United Electrical Radio & Machine Workers, now meeting with company officials at Pittsburgh in attempt to settle strike which has halted all production of radio sets at the Westinghouse Sunbury plant for 108 days. As outlined in statement by Walter Evans, vice president of Westinghouse in charge of all radio activities, and Harold B. Donley, manager of home radio division, alternate proposals are:

First: Westinghouse will reopen Sunbury plant not later than May 13, inviting employes to return under wage increase offer which, company said, "assures our employes wages as high as our major competitors in the home radio industry.".

Second: If the CIO-UE leaders oppose step, Westinghouse will arrange to procure receivers from other companies. "If we are forced by the strike leaders to accept this second alternative," Westinghouse said, "it will mean that no more radio sets will be built in Sunbury in 1946," with loss of 1200 jobs to Sunbury and the loss of annual minimum pay roll of over $2,000,000 to the community.

PROTESTS DISMISSED

PETITIONS of Central Kentucky Broadcasting Co. and Peterson & Co., Lexington, against FCC's grant of 1 kw station in Lexington on 1300 kc, Feb. 20, to Kentucky Broadcasting Co. dismissed April 26, Commission announced Friday (week later). No reference to petition of WLAP Lexington, protesting grant to Kentucky Broadcasting Co. without hearing [Broadcasting, March 18]. Kentucky Broadcasting Co. owned partly by family of Edward F. Pritchard Jr., counsel for Democratic National Committee. Central Kentucky firm on April 26 granted local on 1340 kc (see page 87).

Closed Circuit

(*Continued from page 4*)

general counsel, Vernon L. Wilkinson, assistant general counsel in charge of broadcasting, and Harry M. Plotkin, assistant general counsel who has handled burden of litigation and administration, are still in running.

REPORTS CURRENT that CKY Winnipeg, one of oldest stations in Canada, is to be sold by Manitoba provincial government, to CBC to give it clear channel 990 kc occupied by the station, and allow CBC 50 kw.

...it's not what we THINK, but what we KNOW..

about RURAL LISTENING!

You can't "guess" when it comes to rural audiences. You can't "think" the farmer and his family like this or that program. You have to **know**!

And the fact that WLW **does** know is demonstrated by the 1945 Variety award to WLW for "Contributing To The Nation's Breadbasket."

For years, WLW has intensively studied rural listening in the great 4-state market that is WLW-land.

1. **Six Years Ago** the WLW Cost Allocation Study provided, among other things, the first sound estimate of the extent and nature of rural listening.
2. **Three Years Ago** WLW underwrote the first rural coincidental telephone survey ever made by C. E. Hooper, Inc.
3. **Last Year** The Nation's Station, continuing to pioneer, became the first radio station to subscribe to the Nielsen Radio Index, for factual measurement of **all** listening . . . rural as well as metropolitan.
4. **This Year** another yardstick is in use – a consumer panel of 3000 radio homes, properly stratified, called The People's Advisory Council.

These various studies and services have guided us through the years in our programming for the audience beyond the city limits. We have found out when they listen to WLW, and to what extent.

Result: A bigger, more loyal rural audience . . . an audience overwhelmingly satisfied because it is intelligently served.

WLW

DIVISION OF THE CROSLEY CORPORATION

THE NATION'S MOST MERCHANDISE-ABLE STATION